Etsy Shop Name Worksheet

Brainstorm, test and choose a name that sells

1. Brainstorm

- [ ] List 10 words that describe what you make (materials, style, colors, techniques).
- [ ] List 5 words that describe the feeling of your products (cozy, bold, playful, calm...).
- [ ] Write down your name, nickname, city or a meaningful place, pet or hobby.
- [ ] Combine words from the lists into at least 15 name ideas. Don't judge yet.

2. Test every favorite

- [ ] It fits Etsy's rules: 4 to 20 characters, letters and numbers only, no spaces.
- [ ] It is easy to say out loud, spell after hearing it once, and remember tomorrow.
- [ ] It still works if you add new products later (avoid names that are too narrow).
- [ ] It is not already used on Etsy, and is not a trademark of another brand.
- [ ] The matching Instagram, Pinterest and TikTok handles are available.
- [ ] A matching .com (or local) domain is available, or a close variation.
- [ ] Ask 3 people from your target audience which name they would click.

3. Lock it in

- [ ] Register the shop name and the social media handles on the same day.
- [ ] Create a simple logo and banner that match the name and your product style.
- [ ] Use the name consistently on packaging, thank-you cards and business cards.

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Brainstorm space

Words about my products

Words about the feeling

Name ideas

Top 3 names

Final choice