

## 1. Choosing a name and domain (cheatsheet)

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### Naming your business and securing your domain in 10mins or less

Most people put themselves through agony trying to come up with a name for their consulting business. Here's the thing: It doesn't matter if you pick the right name at this stage, you can always change it later. What's most important at this stage is that you choose something and go live as quickly as possible. Here's how to name your business and get your domain in 10mins.

#### Instructions

1. Choose a name for your consulting business using one of the following three options:
  1. [First name] [Last name] .com. (Eg. www.samovens.com).
  2. [Last name] [Consulting] .com. (Eg. www.ovensconsulting.com).
  3. Or anything else you can come up with in less than 10 minutes.
2. Once you have a name for your consulting business the next step is to purchase your official domain name. To do this go to NameCheap - [www.namecheap.com](http://www.namecheap.com).
3. Type your desired domain name into the search box on the name cheap website. For example: samovens.com or ovensconsulting.com. Search to see if your desired domain name is available.
4. If your desired domain name is available go ahead and purchase it right away by following the instructions on the website. You don't need any of the add ons and you only need to register it for one year since you can renew later. It should cost no more than \$12.
5. If your desired domain name isn't available then you will have to try an alternative domain name or an alternative domain name suffix (.co, .net, .me etc.). Registering your business using a .com domain name is recommended however it is not mandatory. Do your best to get a .com domain however if there's nothing available go with a .net, .co or .me suffix.
6. Once you have purchased your domain name make sure you write down your NameCheap login credentials so that you can log back in later on when we need to point it towards your website and marketing funnels. That's all you need to do for now, congrats!