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[Amazon](#) and [Ebay](#) may come to mind. If you're in the initial phases of starting a small business, [rebooting your brand](#), or rolling out a new product or promotion, you most likely aspire to have a brand name that everyone knows as well.

I've discovered that some small businesses are somewhat apprehensive about choosing a name that stands out. Unfortunately, most of them gravitate to bland, in-your-face choices. For example, a widget retailer would come up with a name like, *#1 Premium Discount Widgets*.

Before going any further, I would like to state that there is nothing wrong with aligning your company name with what you offer. I just happen to feel that (in many instances) a unique name leads to better branding. The most effective [business branding](#) starts with separating factors – one key factor being your name.

Check out the three helpful tips that this Fox Small Business Center [article](#) offers.

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