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## Entrepreneurs Explain How They Came Up With Their Business Name

The idea of exactly what your business is going to be usually comes first. Secondly, most often, is giving a title to your idea. What exactly is going to be the name of your business? Some people turn to their childhood for inspiration or a beloved family pet. It could be a made up word you dream of one night and feel it has the right ring to it. Even still there are some people who study foreign words for the perfect meaning behind their chosen business. Whatever the inspiration or relation may be, the naming of your business is one of the most important parts of becoming a CEO. Having a brand behind a strong title can make all the difference in the world.

### I Wanted Something Catchy

My first goal with my business name, as is most peoples', was to come up with something catchy. A lot of of dating services have really obvious names, which I wanted to avoid. It was also important to be something that men would be comfortable with. The name Stef and the City came up in conversation and became a test market. Following this I came up with "revitalize your social life" which flowed well with Stef and the City. We found guys prefer a dating service that isn't obvious and that women also feel comfortable because it comes across as more natural.

Thanks to Stef Safran, [Stef and the City](#)