



Naming Your Etiquette Business

MANNNERS
ToGo™

1. You want your customers to know who you are and what you have to offer. If your reference or the name of your business is vague or too hard to pronounce you may confuse and miss out on an opportunity.

2. Be careful with putting the name of your city or state into the name of your business. Who knows, you may move one day.

3. When you are teaching the Manners To Go program, you have a full range of ages to teach and choose from. Ages 4-18 (preschool- high school) are available to you. You want the name of your business to be “general” or reflect the span of ages.

4. Look for a combination of words that are positive and reflect who you are and your new business.

5. Create a business name that is easy to spell and easy to pronounce.

6. Involve only key decision makers. Ask friends that truly have your best interest in mind. Many of the Manners To Go licensee's ask their children for assistance! This is a great idea. Include those that are creative and friends or family that are more technically inclined (techies!).

To Learn More
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