

# How to Find a Truly Unique Business Name the Smart Way (Without Getting It Stolen)

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 Read at [ToKnow.ai](https://ToKnow.ai)

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Figure 1: How to Find a Truly Unique Business Name the Smart Way (Without Getting It Stolen)

Naming isn't just about sounding cool; it's also about claiming your online space, protecting your brand, and preparing for future growth.

Coming up with a unique, global-ready business name is harder than ever. A name you love might already be taken on social media. The perfect domain? Also taken! Even worse, some tools that help you search for available names might end up selling that exact name to someone

else if you don't act quickly.

Here's a step-by-step guide to help you find and secure the most unique business name possible for your startup, brand, project, or idea; without falling into common traps.

## 1. Start With a Domain (Preferably a .com)

Before you fall in love with a name, check if the .com domain is available. While other extensions (.io, .co, etc.) are fine, a .com domain is best suited to tell you how globally unique your name is.

### Note

Search for names **without** hyphens (-) or numbers. For example, check "[uniquename.com](#)" instead of "[unique-name.com](#)" or "[uniquename123.com](#)".

### Beware of “domain snatching”

Some popular name search tools *track your searches* and may *resell the domains* you check. To stay safe, consider using [ToKnow.ai's Private Domain Checker](#), which keeps your search *private and transparent*.

## 2. Check for Social Media Handle Availability

Once you have a few domain options, cross-check them against usernames on major social platforms like:

- **Twitter (X)**
- **Instagram**
- **TikTok**
- **Facebook**
- **YouTube**

The goal is to ensure your brand name is consistently available (or at least adaptable) across platforms. For example, if the domain "[uniquename.com](#)" is available, check for usernames like `uniquename`, `unique.name`, `unique_name`, `uniquename_`, `_uniquename_`, etc.

Just like domain registrars, some social media handle-checking tools may log or expose your search data. A clever workaround is to try changing your *personal* social media usernames to the desired business name. If it works, it's available. This gives you a private way to validate availability.

**Why is this important?** Social media is often where customers first discover or interact with a brand. If a social handle is available, chances are there's no active business under that name. Consistent handles also boost brand cohesion and help prevent impersonation.

### 3. Need to Brainstorm Unique or Cool Name Ideas? Use AI Creatively!

Stuck for inspiration? Let AI do the heavy lifting. Tools like ChatGPT or Gemini can generate creative, unique, and brandable names tailored to your industry, values, and tone.

If you prefer offline or privacy-first tools, try running an AI model locally using:

- [LM Studio](#)
- [Ollama](#)
- [Hugging Face Spaces](#). Look for open-source models like [Qwen](#), [LLaMA](#), or [Deepseek](#)

Here's a prompt to get you started:

#### Prompt for AI Brainstorming Business Names

Generate a list of 10 unique, brandable, globally-appealing business name ideas. The theme is [insert niche/topic, e.g., travel tech, organic skincare, remote work tools]. Avoid generic words and try to keep names under 12 characters. Prefer names that are easy to spell and pronounce globally.

Once you get a few names, run them through steps 1 and 2 above to check their availability!

### 4. Shortlist and Test the Winners

Write down all the names that:

- Have an available .com domain
- Have consistent or adaptable social handles
- Feel brandable and unique

Once you've narrowed it down to around **five** promising candidates, run them through your favorite chatbot again. Ask for:

- Pros and cons of each name
- Brand story potential
- SEO and phonetic uniqueness
- Ease of pronunciation (especially internationally)

- Memorability and emotional tone
- Hidden meanings or cultural issues

Here's a prompt you can use:

#### 💡 Prompt to Analyze Final Name Options

I have shortlisted the following business names: [list them]. Please evaluate each name in terms of global appeal, uniqueness, brand story potential, SEO-friendliness, and ease of pronunciation. Highlight any cultural or linguistic risks.

## 5. Move Fast - Ideas Have a Life of Their Own

If you've diligently followed these steps, you should now have a few truly unique names that pass most, if not all, of the key checks.

The next step? **Register your domain name immediately** and claim the matching social media handles.

Ideas have a life. If you don't implement them, they move on to someone else.

Start building, even if it's just a landing page. Congratulations! You're already 30% ahead...

Use the prompt below to generate a free landing page and publish it using [GitHub Pages](#)<sup>1</sup> or [Cloudflare Pages](#) with your new domain:

#### 💡 Prompt to Generate a Free Landing Page for Your Business

Generate an HTML5 landing page about [insert niche/topic, e.g., travel tech, organic skincare, remote work tools] for my new business called '[YourName]'. Include a catchy headline, a short brand description, a contact form, and social media icons. Make the design clean and mobile-friendly. Include instructions to deploy on GitHub Pages or Cloudflare Pages

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<sup>1</sup>[About custom domains and GitHub Pages](#)