



20 Entrepreneurs Explain How They Came Up With Their Business Names

The idea of exactly what your business is going to usually come 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.

#2- From the line of item for productions supplies



When I was trying to think of a name for my production rental company, a friend recommended giving it a name that only those within the industry would understand. The name "Line 204" comes from the line item for productions supplies in a production's overall budget. Whenever a television commercial is filmed or a movie produced, a standard budget form must be filled out, detailing every dollar to be spent on the production. Typically, the first line on that form is designated for the "producer," line 172 is "props," line 234 is "principal cast," and the list goes on. Line 204 is "production supplies," and that's our business, folks! It's a great "insider" name for the business, because you would only know where it comes from if you work within the production industry. Thanks to Alton Butler, [Line 204!](#)

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