

From: BusinessUSA <business@subscriptions.usa.gov>
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Find the Right Business Name

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How to Choose the Right Business Name

Fans of the 70s TV-show [Kung Fu](#) will know that choosing wisely is everything. The same goes for choosing the right business name. Not only should you pick a name that reflects your brand identity, but you also need to ensure it is properly registered and protected for the long term. And be sure to give some thought to whether it's web-ready. Is the domain name even available?

[Here are some tips to help you](#) pick, register, and protect your business name.

Building a Strong Rural America

Is your company based in a rural area? The [“Made in Rural America” tool](#) at [BusinessUSA.gov](#) provides companies, including manufacturers and service providers, quick access to information and resources that can help them grow their business internationally.

Ensuring that rural companies can capitalize on international opportunities is key to advancing economic growth in rural areas – and a strong rural economy is essential to our nation's overall economic health. This tool is one of President Obama's [“Made in Rural America” Executive Actions to Grow Export Opportunities in Rural](#)

Areas".

Farmers and ranchers: [Ever thought about exporting?](#)

Other Exporting Resources

Learn about [ConnectAmericas](#), the first online community of companies in Latin America and the Caribbean dedicated to international trade and investment. Then [visit the ConnectAmericas website](#) to connect with over 15,000 business opportunities.

Check out this map of [what exporting means to business in your home state](#).

GSA Auctions

Did you know that the General Services Administration (GSA) [auctions off surplus government property](#), from office furniture to automobiles and industrial machinery? They even auction off real estate. It's ideal for small businesses to get started, or for larger businesses to expand – at far less cost.

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