

THE NAME GAME

Before you can open your own boutique, it's essential that you select a name and theme. For example, Fancy Nancy's sister, JoJo, is mad about pirates, so her boutique might carry pirate fashions and she might choose the name JoJo's Fierce Pirate Emporium (that's a fancy word for store). Follow the steps below to help you choose a name and theme for your shop.



Start by thinking of what you'd like to sell in your store. Do you plan on selling lots of different types of one thing (like either shoes or jewelry)? Or all different kinds of items (like clothing and accessories)? Will your store be elegant (that's a fancy word for, well, fancy!) or casual? Will the things you sell be expensive (that means they cost a lot) or reasonably priced (that means they don't)? Make a list here of all the items you plan to sell:

_____	_____	_____
_____	_____	_____
_____	_____	_____

Then think about the style of your boutique. Will it be simple or fancy, expensive or modest, filled with the latest fashions or more everyday items? What are your favorite colors and styles? Write down some notes here:

Now that you've decided what to sell and the style of your shop, it's time to choose a name. Put down your top six choices below, survey friends and family, and then pick a favorite!

_____	_____
_____	_____
_____	_____

MY BOUTIQUE WILL BE CALLED: _____

