

Worksheet 1: Business Name Brainstorm & Availability Tracker

Check name availability free at bizfilings.sos.mo.gov. Missouri has two major metro markets — Kansas City and St. Louis — each with distinct business cultures. Your name should work in both.

STEP 1 — Brainstorm Your Names

Write down 5 name ideas. Gateway, Heartland, Show-Me, or state-pride names work well across Missouri's markets.

Name Idea 1: *e.g. Gateway Courier LLC, Show-Me Express LLC*

Name Idea 2: *e.g. Gateway Courier LLC, Show-Me Express LLC*

Name Idea 3: *e.g. Gateway Courier LLC, Show-Me Express LLC*

Name Idea 4: *e.g. Gateway Courier LLC, Show-Me Express LLC*

Name Idea 5: *e.g. Gateway Courier LLC, Show-Me Express LLC*

STEP 2 — Run All Availability Checks

Check	Where	Name 1 ✓	Name 2 ✓	Name 3 ✓
Missouri SOS Business Search	bizfilings.sos.mo.gov			
USPTO Federal Trademark	tmsearch.uspto.gov			
Google Search	google.com			
LinkedIn	linkedin.com			
Domain Name	namecheap.com or godaddy.com			
Kansas City Business License	kcmo.gov (if KC-based)			

STEP 3 — Final Decision

Chosen Business Name: *Must include LLC, L.L.C., or Limited Liability Company*

Backup Name 1:

Backup Name 2: