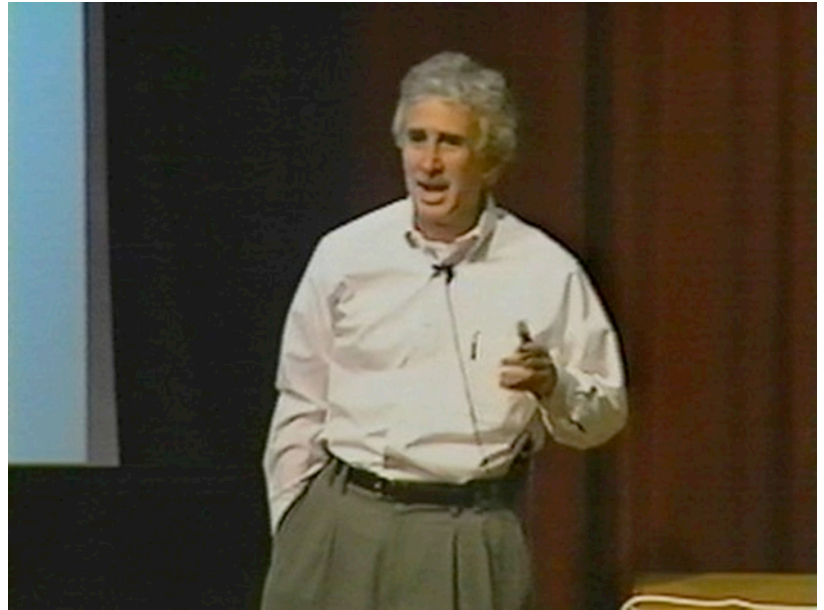


URL: <https://stvp.stanford.edu/blog/videos/naming-your-company-put-up-a-sign>

Number 9 in Frank Levinson's Top 10 Things You Must Have to Start a Business. Let people know you're in business, says Levinson. Name your company and put a sign up as soon as possible. Your main motivator should be the customers, he adds.



Transcript

Number 9, put up a sign.. If you're in business, tell the world.. The first company even though I had money and we had all these things, I never got a signup.. With Finisar, I rented a building and put up a sign within the first week or two and that's important.. We chose an abstract name.. For those of you who didn't go to the website, which I made is just fine.. Finisar was named because I worked at whole bunch of big companies and never finished anything.. And so I named it after the word 'finish' so that we'd finish the stuff.. But it means nothing bad in any language in the known world.. So we haven't insulted anybody and we didn't name it, you know, really fast Gigabit fiber optics cause when Terabit fiber optics comes, the name would be out of date..

And so that's important too.. You need to leave yourself some room for ideas to come up inside.. Tell your customers to look for a sign.. And the main point of putting this is just almost every story this thing is going to be go get customers.. Businesses have customers.. If you don't like that part, don't go do it.. Go work for somebody...