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The Consulting Name Guide for 2026

Your consulting name sits on every proposal, invoice and LinkedIn profile. Clients judge your firm by it before the first call. This guide covers the six types of consulting names, the name endings that suit each kind of firm, a checklist before you register and a page to shortlist your favourites.

Name endings and what they say

1. **Advisory** sounds calm and senior. It suits strategy, finance and board-level work.
2. **Partners** suggests a team that works beside the client. It suits firms that plan to grow.
3. **Group** sounds established and large. It suits enterprise and government clients.
4. **Consulting** says plainly what you do. It helps clients and search engines find you.
5. **Your surname** builds personal trust, like Hale Advisory. It suits solo consultants.

The six types of consulting names

Type	What the name does	Suits
Professional corporate	Shows authority and expertise	Enterprise clients
Modern startup advisory	Feels fresh and forward-thinking	Startups and scale-ups
Technical and SaaS	Highlights digital skills	IT and software consulting
Sustainability and ESG	Shows values and impact	Impact and ESG work
Personal branding	Puts your own expertise first	Solo consultants
Strategic leadership	Speaks to senior decision makers	C-suite and boards

Match the tone to your clients

Startups: modern and creative, short enough for a social handle. **Enterprises:** professional and established, with an ending like Group or Partners. **Government:** trustworthy and plain, easy to read in a tender. **NGOs:** warm and values-led, with a word that suggests impact. **General business clients:** professional and clear, with a word that names your focus. **Executives:** intellectual and calm, with a sense of strategy.

Five checks before you register

1. **Search trademarks.** Check the name is not already registered for consulting services.
2. **Check the web address.** Look for a free domain and LinkedIn and social handles that match.
3. **Check your local business register.** Make sure the name is free in your state or country.
4. **Say it to a client.** Ask a few people who match your ideal clients which name they remember.
5. **Think ahead.** Pick a name that still works if you add services or hire a team.

Shortlist your favourites

Fill this in, then make more names on the Consulting Name Generator.

Your focus, your clients and your keywords

Three consulting names you like, and the one with a free web address

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