A LITTLE BIRD TOLD ME...

THE NOTEBOOK
This is a notebook by A Little bird told me... Picked up a sign? Have an idea? This book will lead you through all the phases of A little bird told me... and will show you, along the way, whether an idea actually is viable and has a change to become a brand and eventually hit the market. Take this notebook with you everywhere you go, you’ll never know what signs, ideas or clues may come along. A little bird told me... believes that first hunches are key in the future of a brand. This notebook helps you keep your mind clear, as you are writing down every first hunch, every inspiration, in every step. These first notes; the first pieces of a new brand.
The first phase is the phase that is in progress all the time; the sign phase. Signing is the most important phase for this company, without the signs, no ideas running through this factory. ALBTM uses his curiosity and intuition to find all sorts and kinds of information. Keep your eyes and ears open!
Phase # two is the phase of combining. Signs are there, but signs won’t tell you anything by themselves. Two or more signs will be able to tell you what the changes are in people’s behaviour.
Those changes will have influence on your mind. Ideas will pop up, or maybe not. Write them down immediately, because no matter how crazy they might seem to be – they might be the next big things.

Phase #3
(idea phase)
When one of those ideas seems viable, you will be able to head to the next phase, the one of research. Don’t do surveys, please! Just ask around amongst your friends, acquaintances, family, co-workers etc. etc. Those are the ones that can tell you what they want; you don’t need numbers, you need opinions. Record findings here.
That’s when you head to the fifth phase. Phase number five is when the magic starts. You will start the branding. Write it all down... Where do your ideas come from – what did you see in the world: this is the brands vision. How will this brand appeal to your target group – what needs to be done to fit your vision: write it down in your mission. Make sure your idea, which is turning into a brand in this phase, will have a personality – what kind of person would this brand be, if it were a person. With the notes you write down here, you will be able to start your brand book.
And now the real trouble starts. You are heading to phase six. The one of prototyping, this is usually a long and trouble process. Where do you start? Start in your personal network, and keep holding on, nothing is impossible. This page provides space to record names and data.
Phase # seven is a phase that will be a fun part again. Creating a look and feel of the brand. Start collecting images, start collecting cool logo’s that would fit your brand, start sketching and finally start the look and feel of your brand.
Phase number eight is a hard one again. First check out the networks to your disposal. A little bird told me... knows a few people here and there. If they can’t help you, ask your personal network. The last resorts; hit the Internet or search the golden pages. This page provides space to record names and data.
The distribution phase seems to be a troublemaker. What would be best for your brand: an agency that can promote your brand to retailers, or do your own contacting, or maybe a web shop; but make sure to use your contacts again; didn’t that one cousin of your friends neighbour own a cool lifestyle/fashion/interior store?
Phase 10 (promotion and publicity phase)

The promotion and publicity phase is a new phase that none of the brands have discovered yet. This tenth phase does not seem very easy. I’d say; start with collecting email addresses of people at magazines, at weblogs, at newspapers, at any other publication that you feel would fit your brand. Write your press report, this shouldn’t be that hard; you know your brand from the inside and the outside. Then start the stalking. Email them, call them, take any change you have on free publicity. And every once in a while, choose someone important and gift them with one of your products.
And then... the waiting phase starts. Have patients, make some phone calls, watch your administration carefully - Which brands are successful, which aren’t? This page is a doodle page, just for fun, while waiting.
The final phase is the decision phase. Is the brand hitting it off? Hurrah! Isn’t it pulling off, then there is the hardest decision ever... the idea, brand and product did not work for your consumers. Time to kill your darlings...? Use this page to write down your findings and conclusions.