FIVE STEPS TO EARN YOUR



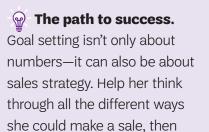
COOKIE SENTREPRENEUR JUNIOF PINS



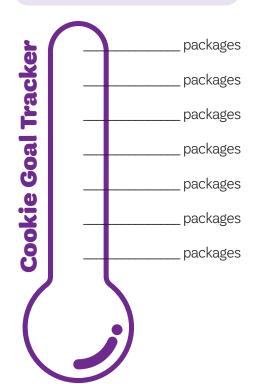


Check off the boxes as you complete each activity with your family you can earn a different pin each year! Adults, look for the 🛣 throughout for special ways you can help!

	1. Strategize your sales. Talk with your family to figure out a realistic goal of how many cookies you think you can sell, then set a second goal focused on your sales method—like how many packages you'll sell digitally or how many customers you can upsell.
Му	/ troop goal is packages so we can
Му	personal goal is packages, and my strategic goal is
	2. Learn from the past. If you've sold Girl Scout Cookies before, think about what worked and what could have gone better. If this is your first time, ask a Girl Scout who knows the ropes to tell you about her experience. Make an "action plan" that includes everything you'll need to run your cookie business.



create a goal for one of them.



Step back. Girls feel the greatest sense of pride when they have ownership over their sales and get to flex their decision-making skills. So feel free to

give feedback, but make sure you let her come up with the plan herself.



3. Run the show. Although your family is responsible
for keeping the money you collect safe, you're responsible for
everything else—from counting money and giving change to
managing your cookie inventory and meeting deadlines. Record
the dates here, then track them on a family calendar and let
your family know what specific help you need.
My Cookie Business Dates

Check in with her. She's ready to take charge of her business! Help her think about how she'll track her orders, double check her math, and handle money (with adult supervision). You're there to advise and support, but this is her time to shine.

Girl Scout Cookie season starts on:
Cookie order deadline:
Cookie pick-up:
Money due date(s):
My other deadlines:

- **4. Fine-tune your pitch.** Improve your pitch by getting feedback. Create two different customer pitches and then test them with your friends and family. Ask them which they liked better and why. Use their feedback to make changes. Then try creating a video to share online with help from an adult.
- **5. Know your product.** Not every cookie is right for every customer! Learn which ones are gluten-free, vegan, and nut-free for those with allergies and dietary restrictions.

Spark her curiosity. Getting feedback is an important part of running a business. Be specific and encouraging in your feedback. Then help her share her pitch with others.

Truth in advertising. Quiz her cookie knowledge! By having the facts and being transparent about her products, your girl is learning the foundation of business ethics.

Check with your troop leader about how your girl can get each pin, or head to girlscoutshop.com to purchase it.