

EntreprenerHERs in Action Day: Cookies! **Adventure Packet**



Welcome to the EntreprenerHERs in Action Day Adventure packet! Here you will find helpful resources and tips to climb with courage and launch a KOALA-ty cookie business!

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Need Assistance?

- If you need assistance after EntreprenerHERs in Action day, reach out to Eliz Adem, eadem@gsnorcal.org or Jessica Cooper, jcooper@gsnorcal.org. If you need assistance during EntreprenerHERs in Action Day, please let us know via chat ASAP.
- For cookie program and logistics questions, contact our Product Program team at info@gsnorcal.org or call 1-800-447-4475 ext. 0.
- If you run into issues with Digital Cookie, or need help with customer orders, please visit <https://digitalcookie.girlscouts.org> and click the yellow **Help** or **Order** Status tabs at the bottom of the page.

I Am Your Girl Scout

Reconnect and get new customers by making sure you are their Girl Scout. Start by introducing yourself to customers anyway you choose, in person, online, or in a video. Use this checklist as a reminder of what is important to share with customers! (**My Why are your reasons for participating*)

- Tell them who you are and your *My Why* reasons for participating in the program
- Tell them what your goals are
- Tell them what you plan to do with your proceeds
- Ask them to support your *My Why* and goals
- Thank them!



Don't forget to stand out by using some of these tips when launching your campaign.

How do you get customers?

- List customers from previous cookie or fall programs
- Ask your family to share their networks—interest groups, religion, sports, workplace
- Ask for referrals from every customer—do they have a friend who needs cookies?
- Use the Digital Cookie app to accept in-person payments and collect customer contact information

How will you share your goal and your *My Why* reasons for participating?

- Create a video and post it on social media and/or upload to your online shop
- Share your message through text, email, or making posters for in-person

How will you thank your customers?

- Send them personalized videos saying Thank You and include your QR code or URL to purchase again
- Write a Thank You note and include a business card printed with your QR code or URL when delivering cookies

How can you get repeat customers?

- Reconnect with customers throughout the program to see if they or their friends need more cookies
- Use your marketing timeline to reach out on special days during the program they may want to celebrate with cookies
- Last chance to stock up reminders
- Wrap up by reminding them you will reach out next year when your business opens

How can you stand out, and what should you remind them of?

- Decorate your booth to attract customers and share your goal visually
- Share your Favorite Girl Scout Adventure and your My Why reasons for participating
- Create a special pitch, jingle, or song to set yourself apart
- Create t-shirts or car decals with your QR code



Ways to Stand-out

Part of being an entrepreneur is making your business stand out so customers are drawn to *your* online business or booth. Here are some ways you can stand out.



You can...	In-person	Online
Send personal text messages: Say thanks by sending a text or video message, and remind them how they helped you		X
Send thank you notes and emails: Say thanks with a mailed or hand delivered note to customers, or write them an email	X	X
Decorate your booth: Attract customers with a dazzling display.	X	
Create a QR Code: Place it on T-Shirts, car decals, school binders, or backpacks!	X	X
Sing/create a jingle: To say thanks to customers or attract them to your booth. Record it and share it online or email it to customers.	X	X
Do a product reveal: Introduce your products and a description along with why you're doing this and share your goal. Do it live, in a webinar, or record and post online	X	X

Cookie Marketing Timeline

Use this [Cookie Marketing Timeline](#) to help you decide when and how it is best market to your customers. Make a marketing plan before kick off to make the most of this cookie season.

Grow Your Customer List

Make the most of your business by taking advantage of the many ways to get cookies into customers hands while building your customer list. Virtual ways of sharing their cookie business can have greater reach with a smaller time investment than in-person ways of sharing— but both are valuable! Girl Scouts should always use the Digital Cookie App while selling in person to keep track of customer information for next season.

Online ways to grow your customer list	In-person ways to grow your customer list
<ul style="list-style-type: none"> • Booth Livestreaming • Cookie Tasting Videos • Virtual Business Pitches • Progress Update Videos • Ask customers to share your QR code with their friends 	<ul style="list-style-type: none"> • QR Code on Booth Sign • Drive-thru Booths • Cookie House Party • QR Code on Car/Tee/Button Pin • Door-to-Door/Leaving Door Hangers

Make Cookie Shopping Easy!

Here are a few reminder of how to make cookie shopping easier for customers.

- All cookie box varieties are \$6 dollars!
- Digital Cookie shops are open 24/7
- Digital Cookie app is the easiest way to take payments from customers
- 5 boxes for only \$30
- 12 boxes in a case, 12 months in a year. That's 1 box of cookies a month to celebrate their support of your goal!

EntreprenHers In Action Day Resources

- ✓ [GSNorCal Cookie Program Web Page](#)
- ✓ [Cookie Marketing Timeline](#)
- ✓ [2022 Cookie Program Family Guide](#)



Visit events.gsnorcal.org for more Girl Scout programs!