Lessons in Leadership: Pass ‘em on!

Entrepreneur to Entrepreneur makes it easy for councils to show girls how skills learned in the Girl Scout Cookie Program® can lead to success in the professional world.

Your resources:
- Sample invitation for reaching out to entrepreneurs
- Suggested talking points to be provided to entrepreneurs
- Council PowerPoint template
- Video to introduce and kick off the event
- Short and sweet Cookie Business Plan
- Suggested agenda
Agenda for 1-hour program

1. **What is an entrepreneur?**
   - (15 minutes)
   - Use these discussion points and the accompanying Council PowerPoint to begin the event.
   - **What is an entrepreneur?** An entrepreneur is a person who organizes and operates a business...any type of business.
   - **How many entrepreneurs do we have here today?** Raise your hand if you are an entrepreneur. All girls who participate in the Girl Scout Cookie Program should raise their hands!
   - **What's great about owning a business?** Ask girls to brainstorm ideas.
   - **What are some challenges of being an entrepreneur?** Ask girls to brainstorm ideas.

2. **Think like a G.I.R.L.: Video about super-seller Katie Francis and discussion**
   - (15 minutes)
   - Play the video featuring super-seller Katie Francis and use these discussion points.
   - During the cookie program, girls follow the same steps as entrepreneurs everywhere.
     1. Start with a great **product** (goods or services to provide to customers, in this case, cookies!)
     2. **Market** the product
     3. **Sell** to customers
     4. **Supply** the product
   - Each cookie sale also gives girls the opportunity to learn essential skills to help them reach goals, and they can build on these skills during the cookie season and as they begin their careers.
   - **What skills do you need as an entrepreneur?** The same skills you’re learning during the Girl Scout Cookie season!

3. **Entrepreneur to Entrepreneur presentation**
   - (15 minutes)
   - • Introduce the entrepreneur as a very special guest and ask girls to give the entrepreneur their full attention.
   - • Invite the entrepreneur to present. The entrepreneur can use the Entrepreneur Talking Points to demonstrate to girls how the skills they are learning in the cookie program will help them in the business world.

4. **Craft a Cookie Business Plan**
   - (15 minutes)
   - Distribute the Cookie Business Plan. Using ideas from the G.I.R.L. activity worksheet, invite girls to create a business plan for the next cookie season. If girls have other businesses they want to plan, use a similar tool or help them modify this one.

5. **Conclusion**
   - Thank the girls and volunteers for attending. If time allows, ask girls to share something they learned today.
Get set for success by creating a
Cookie Business Plan

You’re the (girl) boss! How many Girl Scout Cookies® will you sell this year? Who are your customers? How will you market to them? As the owner of your Girl Scout cookie business, you decide. To grow your business and reach your goals, the first thing you need is a plan.

1 Define your brand
Choose a name, tagline and logo that highlights what makes you unique—whether it’s a personality trait or special talent—so you can shine through in your cookie business. For inspiration, look to your favorite brands and think about all the things that make them stand out.

2 Craft your marketing message
People love a good story. One way to tell the story of your business and brand is to come up with an elevator pitch, which is a quick and persuasive sales speech. The elevator pitch has four parts:
1. Introduce yourself.
2. Introduce your product.
3. Tell customers why they should buy from you (versus a grocery store or baker).
4. Ask customers to buy.

Sample elevator pitch:
Hi, my name is ______________________ (first name), and I’m selling these delicious Girl Scout Cookies, available for a limited time. Our troop’s goal is to ___________________________________. Would you buy ________ boxes of Girl Scout Cookies to help me reach my goal?

My elevator pitch: ________________________________________________________________
_______________________________________________________________________________
_______________________________________________________________________________
_______________________________________________________________________________

3 Set your goals
What do you want to do with your cookie money? _____________________________________
_______________________________________________________________________________

Cookie calculations:
1. How much cookie money do you need to reach your goal?
$____________________ Proceeds needed (estimate)

2. Ask a volunteer or council member the dollar amount your troop receives from each box of Girl Scout Cookies.
$____________________ Proceeds from each box

3. Divide the answer for problem 1 by the answer for problem 2 to calculate the number of boxes you or your group needs to sell to reach your goal. Proceeds needed (answer 1) ÷ Proceeds from each box (answer 2) = Boxes sold to reach goal

____________________ + __________________ = ________________

4. If your Girl Scout group has a group goal, divide the answer for problem 3 by the number of girls in your group.
Boxes sold to reach goal ÷ Girls in group = Boxes each girl needs to sell

____________________ + __________________ = ________________

5. How many boxes of cookies would you like to sell? ______________ Use the answer from problem 3, if it’s a personal goal.
Use the answer from problem 4, if it’s a group goal. Or, make up your goal!
4 Develop a sales and marketing strategy
Here's where you get tactical. Decide how you plan to find customers and achieve your sales goals.

**Tap into online tools:**
A great strategy for success is to sell cookies online. Remember to always work online with an adult.
- Take orders online using Cookie Club by visiting [https://cookieclub.littlebrownie.com/](https://cookieclub.littlebrownie.com/).
  OR
- Sell your cookies online with Digital Cookie™

**Innovate for success:**
Time to get creative! Brainstorm ways that you can market and sell more Girl Scout Cookies. Need ideas? Find helpful tips and tools at [LittleBrownieBakers.com](http://LittleBrownieBakers.com).

- ____________________________________________________________________________
- ____________________________________________________________________________
- ____________________________________________________________________________

5 Look at finances
What are your expenses? Write down anything you will need to purchase to put your marketing and sales plan into practice. See if you can reuse materials you have or get materials donated. If you incur expenses, you'll need to subtract that cost from your proceeds.

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<th>Items I need to purchase:</th>
<th>Estimated Cost:</th>
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**Total Cost:**

6 Put your plan into action
You've developed your message, set goals, mapped out tactics and looked at finances. You're in business!

**Potential next steps include:**
- Send a reminder to your top customers that cookie season is coming soon.
- Get buy-in from your Girl Scout group by suggesting ideas and sharing goals.
- Ask adults and volunteers if they would be willing to help with rides and other needs.

**My next steps:**

- ____________________________________________________________________________
- ____________________________________________________________________________
- ____________________________________________________________________________