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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<thead>
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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:**

- ______________________________________________________________________________________
- ______________________________________________________________________________________
- ______________________________________________________________________________________