How do I brand ME?

Branding You gives councils tools for helping girls develop their own brand for their Girl Scout Cookie businesses. Girls will be led through a series of questions to uncover their special talents and interests. Once girls define who they are and what makes them unique, they’ll begin to establish their own brand identity by choosing a business name, tagline, logo and colors.

Your resources:

• Council PowerPoint template
• Words that Brand You worksheet
• Images that Brand You worksheet
• Branding You in the Digital Space handout
• Branding Your Booth handout
Agenda for 1.5-hour program

1. **What is branding?** (10 minutes)
   
   Use these discussion points and the accompanying Council PowerPoint to begin the event.
   
   • Ask girls what first comes to mind when they think about "branding." The logo on their shirt or shoes? Then, ask girls if they have ever thought of branding themselves.
   
   • If any girl finds it funny or unusual to think of herself as a brand, remind her of the following:
     - She is a Girl Scout cookie entrepreneur, and Girl Scouts® is one of the biggest brands in the world.
     - She’s selling Samoas® Thin Mints® and other popular brands of Girl Scout Cookies®.
     - She has special talents and interests that make her wonderfully unique—qualities that make her stand out and add up to a powerful brand.

2. **Define “you” in words** (20 minutes)
   
   Pass out the Words that Brand You worksheet to girls. Invite girls to share results.
   
   • Have girls describe who they are and what makes them happy.
     - Kick off the process by asking girls to use the front page of their worksheet to describe their personality. Tell girls the process will be like taking a selfie—but, instead of a picture, they’ll have a snapshot of themselves with words.
     - Ask girls to come up with a list of their special talents and interests.
     - Ask girls if their troop is supporting an organization through the Gift of Caring program. Then, have them jot down what's important to them as they think about their personal brands.
     - Have girls use the back of their worksheet to start thinking about how their talents and interests might translate into a name and tagline or promotional theme for their cookie businesses.

3. **Choosing a look for your brand** (25 minutes)
   
   Have girls refer to the Images that Brand You worksheet. Once girls have decided on a name for their cookie businesses, they can begin choosing colors, typography and a logo.
   
   • Help girls choose colors for their cookie businesses.
   
   • Help girls decide on typography or a font style.
   
   • Ask girls to sketch out a logo on their worksheets.

4. **Making your brand stand out** (20 minutes)
   
   Have girls refer to the Branding You in the Digital Space and Branding Your Booth handouts.
   
   Remind girls that their brand is proudly displayed on their Digital Cookie® site. They can also wear their brand like a badge with a custom-designed T-shirt and accessories or a costume. If their troop will be hosting a booth sale, girls can work together to create a brand that represents the troop's cause or overall personality.

5. **Time for brand presentations** (15 minutes)
   
   Invite two or three girls to present their cookie business brand concepts to the full group.

6. **Say goodbye**
   
   Thank the girls and volunteers for attending.