



**brandingyou**

How do I brand ME?



## Branding Your Booth

Branding is lots of fun when it's a troop effort. Explore inspiring ideas together and make a big impression on customers.

A cookie booth can mean big fun and big sales for your troop, especially when it's uniquely branded with a creative theme and eye-catching colors. Here are 7 ways to enjoy great success as a team:

### 1 Find the right spot

Work with your troop volunteer to identify locations and partners that can host your booth. Here are a few locations to consider:

- Groceries
- Retail businesses
- Community festivals
- Farmers markets
- Local parks
- Sports events and centers

### 2 Think beyond the booth

Your troop's cookie booth can take shape as a simple table set up in front of the grocery. Or, maybe you'd like to push the boundaries of creativity and come with an idea for a popup shop. Your shop might look like a giant Samoas® cookie. Or, it could be a "Picnic in the Park" with cookie-filled baskets. You could even take the shop on the road by transforming a car or van into your very own food truck!

### 3 Stand out with a big sign

Your cookie booth is your business storefront, and every store needs a big, tall sign to advertise their product and grab the attention of those walking by. Need help creating overhead signage? Find inspiration and instructions at [LittleBrownie.com/girls/bling-your-booth/](http://LittleBrownie.com/girls/bling-your-booth/).

### 4 Power up your posters

Make 'em fun. Make 'em exciting. Make your troop's brand shine! Simple, colorful signs mounted on paint sticks and sandwich-board advertising signs are a couple of options. For added inspiration, visit the Epic Booth Guide board on the Little Brownie Bakers Pinterest page. [Pinterest.com/lbbakers/](http://Pinterest.com/lbbakers/)

### 5 Dress for success

Wear cookie costumes or dress up to fit your brand theme. Maybe you'll be superheroes for the day. Or, pirates..."get yer cookies"! Whatever costume you choose, be sure customers can still see your Girl Scout identification.

### 6 Make your booth sing

Catchy tunes will catch some attention. Play a recording or sing along with your friends.

### 7 Represent your brand well

Etiquette tips have been developed by Girl Scouts of the USA to guide you in making a lasting impression. View the do's and don'ts with your parent or guardian at [GirlScouts.org](http://GirlScouts.org).