# Words that Brand You

## Building the Foundation

<table>
<thead>
<tr>
<th>Words that describe your personality</th>
<th>Words that describe your talents</th>
<th>Words that describe your values</th>
</tr>
</thead>
<tbody>
<tr>
<td>(There's only one you, but describing you might take lots of words.)</td>
<td>(Since you're a Girl Scout, you have many skills!)</td>
<td>(If there's a Gift of Caring cause or community organization you or your troop cares about, list it here.)</td>
</tr>
<tr>
<td><strong>Examples:</strong> kind, honest, playful</td>
<td><strong>Examples:</strong> singer, athlete, tech wiz</td>
<td><strong>Examples:</strong> Helping the homeless, animal lover, Girl Scouts®</td>
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</tbody>
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## Words that describe what makes you happy

**Examples:** being outdoors, spending time with family and friends, etc.

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**Branding Your Cookie Business**

**Decide on a name:**

__________________________________________________________________________________________

**Pick a tagline, theme or a catchy hook for your sale:**

__________________________________________________________________________________________

__________________________________________________________________________________________

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**Example 1**

**Name:** Zoey's Sunshine & Cookies  
**Logo:** ![Sun Logo](image1)

**Theme:** For every box of Girl Scout Cookies® you buy, I have at least three kind words.

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**Example 2**

**Name:** Sofia the Singing Cookie Seller  
**Logo:** ![Music Note Logo](image2)

**Theme:** Buy 5 boxes of Girl Scout Cookies, and I’ll sing you a song.

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**Example 3**

**Name:** Emily's Got Puppy Spirit!  
**Logo:** ![Paw Print Logo](image3)

**Theme:** Portion of proceeds goes to animal shelter—OR— Buy 2 boxes of cookies, and I’ll tell you your puppy spirit animal.

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**Example 4**

**Name:** Cookies for Heroes  
**Logo:** ![Hero Logo](image4)

**Theme:** Buy a box for the hero in your family, or make a donation to a local hero.