

NAME: \_\_\_\_\_

# Words that Brand You



**brandingyou**

## Building the Foundation

<p><b>Words that describe your personality</b></p> <p>(There's only one you, but describing you might take lots of words.)</p> <p><i>Examples: kind, honest, playful</i></p>	<p><b>Words that describe your talents</b></p> <p>(Since you're a Girl Scout, you have many skills!)</p> <p><i>Examples: singer, athlete, tech wiz</i></p>	<p><b>Words that describe your values</b></p> <p>(If there's a Gift of Caring cause or community organization you or your troop cares about, list it here.)</p> <p><i>Examples: Helping the homeless, animal lover, Girl Scouts®</i></p>
<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>	<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>	<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>



### Words that describe what makes you happy

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



<ul style="list-style-type: none"><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li><li>• _____</li></ul>
---



# Branding Your Cookie Business

Decide on a name:

---

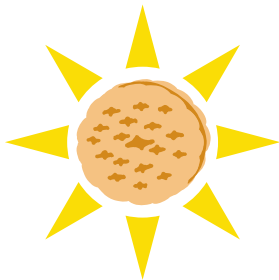
Pick a tagline, theme or a catchy hook for your sale:

---

---

## Example 1

**Name:** Zoey's Sunshine & Cookies  
**Logo:**



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

## Example 2

**Name:** Sofia the Singing Cookie Seller  
**Logo:**



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

## Example 3

**Name:** Emily's Got Puppy Spirit!  
**Logo:**



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

## Example 4

**Name:** Cookies for Heroes  
**Logo:**



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