

## 5 STEPS TO GIRL SCOUT SUCCESS

### 1. Kick Off the Cookie Season

Help girls get ready by selecting learning activities that fit their experiences and interests. You can start by creating a custom plan with the Built by Me online tool located on the eBudde dashboard. Next, kick off your first cookie meeting with a video! Little Brownie Baker's YouTube channel has videos that are engaging, interactive and inspire girls to reach high goals. Girls learn selling tips and have loads of fun along the way.

- First-time sellers love Cookie Rookie. Made especially for young girls, this show teaches cookie names, how to ask customers to buy and more essential skills.
- Turn teens into Cookie Captains. Keep experienced teens interested in the cookie program and give them a chance to give back with the Cookie Captain program. Older girls love being mentors to Cookie Rookies.

### 2. Set Goals and Track Progress

When you help girls set high goals for the cookie season, they learn an important skill for life. Encourage girls to set two types of goals: Something they'd like to try and something they can do to help others. Visit the Cookie Season Resources page for goal-setting games and crafts.

### 3. Hold a Family Meeting

Hold a short family meeting so girls can tell their families about their goals and ask for assistance. At the meeting, provide copies of the Cookies 101 Family Guide to help parents understand the value of the cookie program and the basics of how to get involved. This guide assures them the program is simple—and fun!

### 4. Sell Beyond Family and Friends

For girls to reach high goals, they will need to expand their circle of customers. Don't worry, customers are eagerly looking for their favorite Girl Scout Cookies. We have loads of selling tips, learning activities and crafts for girls on the Cookie Season Resources page at [LittleBrownieBakers.com](http://LittleBrownieBakers.com).

### 5. Celebrate and Share Your Success

When girls reach their goals, celebrate! Thank customers and share their stories, maybe by posting on the Little Brownie Bakers Samoas Cookies Facebook page.