

Ambassador Badge Tips

ONLINE SELLING TIPS FOR EARNING YOUR COOKIE BUSINESS BADGES

Many of the things you learn while earning your Ambassador **Research & Development** or **P&L** badges will help you market your cookie business and sell online. Explore your *Digital Cookie*® or *Smart Cookie*® platform. Then, follow this guide for ideas about how to put a digital spin on some of the badge steps.

Safety First Make sure you and your parent or guardian read and follow the [Girl Scout Internet Safety Pledge](#), the [Digital Cookie Pledge](#), and the [Supplemental Safety Tips for Online Marketing](#) before you get started with your virtual business.



Research & Development

Here are ways to build your online cookie business as you research and develop.

- As you complete Step 1, analyze your digital sales trends.** Set up a system to track your online sales results. Do people respond more to an email or a social media link? If you include a photo or a video do you get more orders? What other patterns do you notice in your digital sales?
- As you complete Step 2, focus your research on digital marketing.** What methods do you notice companies using? Are they using social media influencers to promote their products? Write down 2–3 marketing ideas you would like to try with your business. For more ideas, check out the [Digital Marketing Tips for Cookie Entrepreneurs and Families](#).

- As you complete Step 4, explore possible projects online.** Create an online survey to test ideas for ways to help the community using your troop proceeds. Think about how to distribute this survey to your customers to receive the most feedback.
- As you complete Step 5, promote your new products online.** After you come up with new ways to use Girl Scout Cookies, plan how to promote your products online. For example, you can post a tutorial to show how to make a Girl Scout Cookie dessert or create recipe cards that are shareable online.

How to Shine Online

Set the stage. Make sure you're in a well-lit room without noise or distraction, and that the background is not cluttered.

Test it out. Schedule a mock interview with a friend or family member to make sure everything is working—from the sound to the video connection.

Look at the camera. Focus on keeping contact with your interviewer.

Watch your body language. Sit up straight, lean in to show interest, and smile when appropriate.

Look professional. Wear something casual but neat, and avoid inappropriate logos. You want the interviewer to focus on you, not what you're wearing.



P&L

Consider how your online sales impact the ethics and values of your cookie business.

Troop proceeds are Girl Scout Cookie program earnings that help fund your team's Take Action projects, adventures, supplies, and more!

- As you complete Step 1, find out how to use digital marketing to share your business values.** Find 2–3 examples where businesses use social media to communicate their stance on an issue, convey their values, or respond to criticism. How will you apply and communicate your troop's values through your Girl Scout Cookie business?
- As you complete Step 2, consider online sales in your Cookie Promise.** What pledges can you add to your Cookie Promise that apply to your online business? For example, you might commit to follow the rules of social media sites when promoting your cookies or to practice good etiquette for online communications. Then find out how you can use your Digital Cookie® or Smart Cookie® platform to spread your Cookie Promise.
- As you complete Step 4, share cookie business ethics with younger girls online.** Go online to teach younger girls about rules and ethics for their cookie business. You can write a blog, visit a younger troop's virtual meeting, or produce a video. Make sure to cover topics ranging from safety guidelines to the importance of delivering product on time.
- As you complete Step 5, share your cookie money legacy online.** Share your legacy plan with someone in online media to get feedback about how to strengthen and share it. Create a video to show your customers, and use it to drive them to your [Virtual Girl Scout Cookie Booth](#). This will help you reach your goals and make a lasting impact.

4 Tips for Volunteers

1. Make sure girls have their parents' or guardians' permission to participate in all online activities and read and agree to the [GSUSA Internet Safety Pledge](#) before conducting any online activities. Have girls take the [Girl Scout Digital Cookie Pledge](#). Parents should read and follow the [Digital Cookie Terms and Conditions for Parents/Guardians](#).
2. Make sure girls NEVER direct message people online or on social media platforms.
3. Only use the Girl Scout online sales link for customer orders. If the Girl Scout sales link is posted on a public-facing site, be aware the link is searchable by anyone and could potentially appear anywhere on the internet.
4. Have parents or guardians approve all girl-delivered online orders and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.

For more fun! Earn your [Ambassador Cookie Entrepreneur Family pin!](#)



YEAR 1



YEAR 2

Learn more at girlscouts.org/cookiebadges