1. **Take note!** First set your sales goal on the next page and share it with your family. At the end of your season, reflect on your goal. Did you reach it? Was it too easy or too hard? Think of how you can use what you’ve learned to inform your future goals. Jot down your thoughts and email them to yourself so you can revisit them next year.

2. **Shout out your strategy.** Write down your plan for the season, including how you’ll maintain and grow your Girl Scout Cookie business. Document your plan using the prompts on page two. Then share it with your family, ask for help, and assign roles. Although you should always do the selling, your energy will go a lot further when your network can help you spread the word!

3. **Look to the future.** The Girl Scout Cookie Program has helped you build skills like managing a budget and setting and meeting goals. Now consider your future. Ask your family for support as you earn one of the Financial Literacy badges for Girl Scout Seniors—Buying Power or Financing My Future. Even if you’re earning the badge with your troop, your family will play a key role in supporting you.

4. **Segment your customers.** Customers can be motivated by different things. Separate them into different categories. For example, you might put your friends, family, neighbors, and broader community into four different categories. Or think of different motivations for customers; who might want to support girl empowerment? Who might want to participate in a cookie donation program? Create marketing messages that speak to the lives and motivations of each segment. Test your approach with your family, then adjust it based on their feedback.

5. **Show your appreciation.** Whether this is your first or tenth cookie season, you have a support network around you to help along the way. Ask your family to think of everyone who helped cheer you on, spread the word, and manage logistics. Come up with a way to say thank you to your family, troop leaders, most loyal customers, and Girl Scout sisters.
My Cookie Business Plan

BUSINESS GOALS—how is your troop using its proceeds? How does that translate to your personal goal?

____________________________________________________________________________________________________________________________________________________

MISSION STATEMENT—define your business’s purpose with a specific, inspirational, and brief statement.

____________________________________________________________________________________________________________________________________________________

CUSTOMER TARGETING (see step 4)—think of all the people who might not get asked to buy Girl Scout Cookies. How will you reach them to expand your customer base?

____________________________________________________________________________________________________________________________________________________

MARKETING AND SALES PLAN—how will you market your business, and what are your selling methods? Think about the different sales channels, like door-to-door, booths, Digital Cookie or Smart Cookie, group pitches, etc. What has worked best in the past? Which selling method will help you reach your target customers?

____________________________________________________________________________________________________________________________________________________

OPERATIONS PLAN—how will you manage inventory and collect supplies, and who will you ask for help?

____________________________________________________________________________________________________________________________________________________

TIMELINE—what are the key dates for your business?

____________________________________________________________________________________________________________________________________________________

My Sales Goal

______________________ packages

Check with your troop leader about how your girl can get each pin, or head to girlscoutshop.com to purchase it.

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