



Cookie Influencer

As a cookie influencer, you'll find new ways to inspire your customers and help shape how younger Girl Scouts sell cookies. An influencer is someone whose suggestions people trust. In essence, they can have “an influence” on what people say, do, or buy. You can be a cookie influencer by becoming an authority on your cookie business and coming up with new ways to share your information so it makes a big impact.

Steps

1. Become an authority in your cookie business
2. Set cookie business goals and develop a new skill
3. Create and share your value proposition
4. Create a marketing campaign
5. Leave a legacy

Purpose

When I've earned this badge, I will know how to use my cookie business experience to influence customers and help younger Girl Scouts navigate their own Girl Scout Cookie™ businesses.



Before you explore,
review the “Supplemental
Safety Tips for Online Marketing”
and “Digital Marketing Tips for
Cookie Entrepreneurs and Families”
at [girlscouts.org](https://www.girlscouts.org).

**Earn your
Ambassador
Cookie
Entrepreneur
Family pin!**

Go to [girlscouts.org/
ambassadorcookiepin](https://www.girlscouts.org/ambassadorcookiepin) to find
the requirements.



Step 1: Become an authority in your cookie business

An influencer needs to be an expert on their subject. At this point, you probably have a lot of cookie business experience to share. Find out what’s new this cookie season. What are the cookie costs and varieties? What are the latest rewards? See what’s new with the Digital Cookie®/Smart Cookies® platforms. What marketing tools are available to turn you into a cookie influencer?

Choices—do one:

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Make a Cookie FAQs video. Check out the “Girl Scout Cookie Program FAQs” at [girlscouts.org/cookieprogramfaqs](https://www.girlscouts.org/cookieprogramfaqs) to find product information, how to buy and sell cookies, where the money goes, and more. Create a video that spotlights basic cookie program information to get customers excited about buying cookies. Encourage people to support local Girl Scouts by sharing the video. If you have it, show footage or pictures of how you and your troop have used your cookie money and grown through the years.

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Host a panel discussion session. Invite middle school-age cookie sellers to an online or in-person presentation of everything you and your team know about the cookie business. Share some of the upcoming highlights for this cookie season and answer any questions they have about how you’ve reached your goals. Share some information about your own plans for this year’s cookie season to get them inspired!

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Stay informed. Monitor cookie activity across the country by setting up an alert from your search engine. Use words and phrases like the names of Girl Scout Cookies to get notified any time cookie sales are mentioned. Collect the information you learn to use as talking points to market your business. What are customers saying about Girl Scout Cookies? What are other Girl Scout Cookie entrepreneurs saying? Then find out everything you need to know about your cookie business, from marketing tools to cookie costs and varieties.

Words to Know

Brand: The name, symbol, mark, or logo a company uses to identify their product. It's also the way other people, especially your customers, think about and experience your product.

Brand identity: The image your business projects, including everything from your logo to how people perceive your business.

Cookie entrepreneur: When you sell Girl Scout Cookies, you set goals, talk to customers, make decisions, make mistakes, and try again. This is all part of being an entrepreneur!

Digital Cookie/Smart Cookies: A way for customers to buy cookies online. Depending on where you live, you will either use Digital Cookie (for Little Brownie Bakers councils) or Smart Cookies (for ABC Bakers councils) to manage digital sales.

Digital marketing: Using technology, such as computers, smartphones, and social media, to reach your customers.

Entrepreneur: Someone who creates something or finds a way to help people and solve problems. Entrepreneurs often use their ideas to create a business.

Feedback: What someone thinks about your ideas or how you run your business.

Focus Group: A group interview with a small number of demographically similar people who share their opinions about a specific product, service, or idea.

Influencer marketing: Promoting your message through social media leaders who can spread it to a larger audience.

Marketing campaign: Your plan for how you'll promote your cookie business in different ways, from sending emails to posting on social media.

Package goal: How many packages of cookies you and your troop plan to sell.

Troop goal: What you plan to do with the money your troop earns selling cookies.

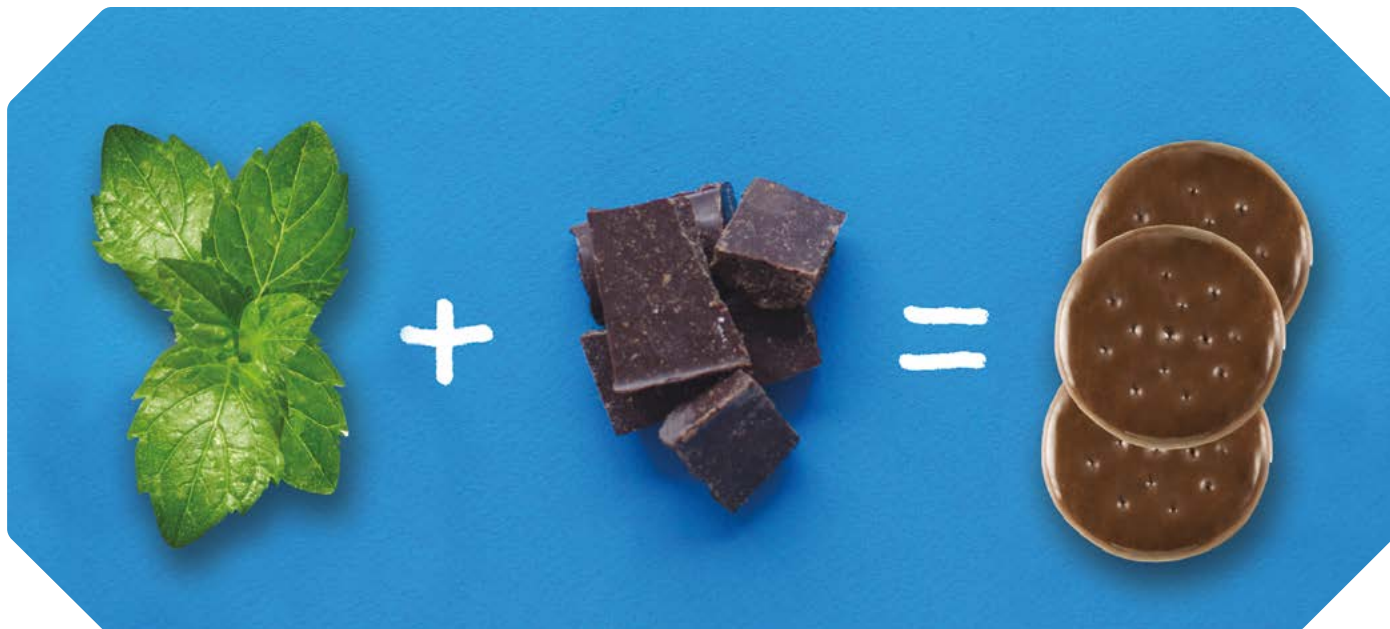
Troop proceeds: How much your troop will get for each package sold, based on your council and budget.

Value proposition: A statement that says why someone should do business with you.

Safety First

Find out how to keep your cookie business safe. Go to [girlscouts.org](https://www.girlscouts.org) to find safety guidelines for selling digitally, door-to-door, or at a cookie booth.





Step 2: Set cookie business goals and develop a new skill

First, establish your team and personal goals. With your team, explore your sales channels, such as Digital Cookie/ Smart Cookies, booth sales, and direct sales. Decide how you'll use your cookie earnings, come up with a budget, and set your package goal. Then target one area of development you want to work on that will help you be a cookie influencer. See "My Business Skills" on page 6 for some ideas.

Choices—do one:

Shadow an entrepreneur. Find a person who can help you develop your skills as you get behind the scenes of their business and shadow them for a day. Ask them to help you make a list of skills they use as an entrepreneur. Consider showing them the "My Business Skills" list and asking which skills are most helpful to them. How did they develop these skills? You can also work in the reverse. If you know a skill you want to develop, find someone with that skill. If you're looking to improve your marketing skills, shadow someone who works in retail. If you want to build team-building skills, shadow someone in an office setting; see how the teams work together and solve problems. Be prepared to ask questions and find out how they continue to learn and develop new skills.

Make a video of your cookie pitch. You don't know how you come off to people until you see it. Maybe you felt nervous but didn't appear to be. What else do you see? Develop your presentation skills by making a video of your cookie pitch, then showing it to others to get constructive feedback on things like tone of voice, body language, clarity of explanation, enthusiasm level, and other areas related to your delivery. What can you improve on? What new skills did you develop by making the changes? Use your video to promote your cookie business to customers online.

Play or watch. Look for online business games that help develop your skills, like a business simulation game where you start with a lemonade stand and use your skills to own and operate a bigger business. Or find recommendations for a feature film, series, or documentary spotlighting entrepreneurs that can inspire you to develop a new skill. You can also look for video talks by business owners and entrepreneurs. What are three tips you can take away from your research?

My Business Skills

- ☐ Adaptability
- ☐ Communication
- ☐ Conflict management
- ☐ Creativity
- ☐ Critical thinking
- ☐ Customer service
- ☐ Data analysis
- ☐ Financial literacy
- ☐ Information management
- ☐ Interpersonal relations
- ☐ Marketing
- ☐ Networking
- ☐ Problem solving
- ☐ Project management
- ☐ Resourcefulness
- ☐ Sales

- ☐ Strategic planning
- ☐ Team building
- ☐ Time management
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Step 3: Create and share your value proposition

Your cookie business value proposition is how you convince customers to buy from you instead of another cookie business. What are the benefits to a customer buying from you (as opposed to another cookie seller) or buying other packaged baked goods? Create your value proposition as an elevator pitch or put it in the form of a list or statement. Then plan how you'll share it with your customers.

Choices—do one:

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Get feedback from a businessperson. Find someone in a related business, like a bakery or restaurant owner. Ask how they distinguish their business from others and how they stand out. Then use what you learn to create your cookie business value proposition. Share it with this person or another professional to get feedback. Refine your statement until you feel ready to share it with customers.
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Compare two brands. Choose two brands in the same field that have strong brand values. For example, you might compare a company that sells high quality, coveted athletic shoes to a company that sells shoes and donates some profits. Go to their websites and social media to compare positioning statements and messages. How are they targeting their values to customers? What are customers saying about the products and the company's brand value? Use the information to shape your cookie business value proposition statement.
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Interview your Girl Scout peers. Talk to other cookie sellers and find out what they think is the value of the Girl Scout Cookie business. Then create several value propositions and test them on customers to see what resonates best with them.





Step 4: Create a marketing campaign

Create a marketing campaign for your business including strategy, timeline, and tactics. Look at some of your favorite brands: What methods do they use on social media? Do they have paid marketing influencers or are they encouraging customers to show themselves using their product? How can you motivate your social network to drive customers to your cookie business? Also check out “[Digital Marketing Tips for Cookie Entrepreneurs and Families](#)” on [girlscouts.org](https://www.girlscouts.org) and other online resources for ideas.

Choices—do one:

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Work with a marketing expert. With your team, come up with a marketing campaign. Then share it with a marketing expert to get feedback. Make any changes to your campaign and test it again with friends, family, and customers. Host a focus group to keep finding ways to improve your campaign.
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Get creative with digital marketing. Create a video or come up with a social media campaign that tells your cookie business story. You might create a video about your goals or invite your customers to post pictures of their favorite cookies and repost them as a slideshow or story on social media. You could create a social media campaign around a message like “One more box!” or “Donate cookies.” With your team, decide how to reach your customers digitally and come up with a plan.
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Research your favorite brands. Check out their websites and social media accounts. How do they share their brand with their customers? What can you do to safely promote your business with your online customers? Think about your target customers and where they’re most active online. Then use what you learn to come up with a marketing campaign.







Step 5: Leave a legacy

Start your legacy by deciding what to leave behind from your cookie business. How will you be remembered in your Girl Scout community? How did your cookie money make a difference? How can you encourage younger Girl Scouts to reach their goals? Find a way for the next generation of cookie sellers to benefit from what you’ve learned.

Choices—do one:

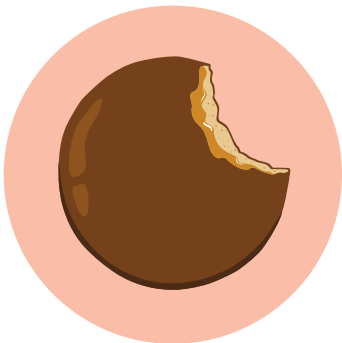
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Mentor a younger troop. Hopefully, you will have many mentors in your life—now’s your chance to become one yourself. Share some of your big learning moments and what you did with your cookie money. Share your customer lists (if your customers agree to have their names passed on) and marketing ideas. Do you have any tools or supplies to pass down?
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Leave a digital playbook. Come up with a guide to share everything you’ve learned online. This might be in the form of a blog, tip sheet, how-to video, or your own unique creation. Reach out to your local council or team of Girl Scouts to help you connect with younger members to pass on your knowledge.
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Pay your customers forward. As you reach out to your customers one last time, make sure they know where to buy their cookies going forward and how important it is to keep supporting local Girl Scouts. Before you begin your season, connect with a Brownie or Junior troop who would like to take on your customer list. Introduce them to your customers when possible. Share your data and marketing tactics for how to keep your customers loyal. Give your customer list to the next group of Girl Scouts, but first make sure your customers want their names passed on.



Want to gain more skills? Earning your **Entrepreneur Accelerator** badge will give you even more tools to learn about how to harness your cookie skills into a dynamic presentation to show what you can do.





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First published in 2021 by Girl Scouts of the United States of America
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www.girlscouts.org





Volunteer's Guide to the Cookie Influencer Badge*

Find tips and ideas to help you guide your troop through this badge.

Step 1: Become an authority in your cookie business • 30–40 minutes

Materials for all choices: *paper, pencils; computers, smartphones, or tablets; order cards*

Ask: What does it mean to become a cookie influencer?

Share: An influencer needs to be an expert on their subject.

At this point, you probably have a lot of cookie business experience to share. Find out what's new with Girl Scout Cookies®, including any Digital Cookie®/Smart Cookies® updates, marketing resources, and important dates.

Choices—do one:

- **Make a Cookie FAQs video.** Direct Ambassadors to “Girl Scout Cookie Program FAQs” at girlscouts.org/cookieprogramfaqs to review cookie program information. Recommend that they start by deciding what information they will include in their video. Ask them what messages they can add that will inspire people to buy cookies and share their story with others.
- **Host a panel discussion session.** Have Ambassadors plan out a discussion session for middle school-age cookie entrepreneurs. Suggest that they prepare a presentation to share upcoming highlights this cookie season, what their goals are, and what they've learned over the years. Ask these older and more experienced cookie sellers to think about how they will make it fun and inspirational to motivate young business leaders.
- **Stay informed.** Have Ambassadors research cookie activity across the country and set up alerts from their search engine. Recommend that they use Girl Scout Cookie-related words or phrases to get notifications. Have them find out everything about their cookie business, including marketing tools, cookie varieties, and costs. Ambassadors can use what they learn to market their business and form a plan.

Step 2: Set cookie business goals and develop a new skill • 30–40 minutes

Materials for all choices: *“My Business Skills,” paper, pencils; computers, smartphones, or tablets*

Ask: Which skills would you like to further develop?

Share: First, decide how you'll use your cookie earnings, come up with a budget, and set your package goal. Then target one area of development to work on that will help you be a cookie influencer. Developing and polishing your skills is a key to professional growth and success. See “My Business Skills” on page 6 for some ideas.

Choices—do one:

- **Shadow an entrepreneur.** Ask Ambassadors to think about the people in their network or community and who can help them develop a skill they want to work on. If they can't decide on a skill, suggest that they consider the successful entrepreneurs or business people in their network and what they can learn by shadowing them for a day. Advise your cookie influencers to prepare questions and find out how they can continue to learn and track the development of new skills.
- **Make a video of your cookie pitch.** Recommend that Ambassadors first take time to plan out the details of their video. Have them show their video to others and ask for specific feedback about various presentation skills, including tone of voice and body language. They can sharpen their skills by making changes, rerecording, and showing the video for more feedback. At the end, these young videographers will have a polished video to promote their cookie business.
- **Play or watch.** Have Ambassadors explore games that simulate running and growing a business, films that spotlight an entrepreneur's journey, or inspirational video talks by business owners. Encourage them to identify three tips they will take away from their research and to share particularly helpful videos or takeaways with their fellow Ambassadors.

Step 3: Create and share your value proposition • 20–30 minutes

Materials for all choices: *paper, pencils; computers, smartphones, or tablets*

*Detailed choice activities, meeting tools, and additional resources and materials can be found within the Volunteer Toolkit on my.girlscouts.org.

Ask: Why do you believe your customers should buy from you rather than someone else? **Share:** Your cookie business value proposition is how you convince customers to buy from you instead of another cookie business. Create your value proposition, and then plan how you'll share it with your customers.

Choices—do one:

- **Get feedback from a businessperson.** Have Ambassadors find someone in their network or community in a related business. Encourage them to learn how they distinguish themselves from their competition. They can use what they learn to create their cookie business value proposition. Then encourage them to return for feedback and refine their statement until they feel ready to share it with customers.
- **Compare two brands.** Have Ambassadors choose two brands in the same field that have strong brand values. Encourage them to analyze their websites and social media activity to compare how they are communicating their positioning statements and messages to customers. Then have Ambassadors think about their own values and shape their cookie business proposition statement.
- **Interview your Girl Scout peers.** Suggest that Ambassadors take to their Girl Scout network and interview their peers or create a short survey asking what they think is the value of the Girl Scout Cookie business. With that feedback, these cookie influencers can create several proposition statements and test them out on customers to see what resonates best with them.

Step 4: Create a marketing campaign • 20–30 minutes

Materials for all choices: *paper, pencils; computers, smartphones, or tablets*

Ask: How can you motivate your social network to drive customers to your cookie business? **Share:** Look at some of your favorite brands and the marketing tactics they use on social media. Some may have paid marketing influencers; others encourage customers to show themselves using their product. For more ideas, check out “Digital Marketing Tips for Cookie Entrepreneurs and Families” at girlscouts.org/cookiedigitalmarketing.

Choices—do one:

- **Work with a marketing expert.** Connect the troop with a marketing expert to provide feedback on their marketing campaign plan. Then, Ambassadors can make changes, invite friends and family to a focus group, and test it out for more feedback. They can make improvements until they are ready to market to their customers.

- **Get creative with digital marketing.** Recommend that Ambassadors start by reviewing the ideas in the badge booklet for inspiration. From there, they can decide how to reach customers digitally and work out the details of their plan. Have Ambassadors consider how their digital messages will translate in different social media platforms.
- **Research your favorite brands.** Have Ambassadors research several brands to see how those brands established a relationship with their customers. Direct them to think about their target customers and where they are most active online. Then Ambassadors can use what they learn to come up with a marketing campaign.

Step 5: Leave a legacy • 20–30 minutes

Materials for all choices: *computers, smartphones, or tablets*

Ask: What does it mean to leave a legacy? **Share:** Start your legacy by deciding what to leave behind from your cookie business. Find a way for the next generation of cookie sellers to benefit from what you've learned. Sharing your skills and knowledge with others is a great way to reflect on your experience.

Choices—do one:

- **Mentor a younger troop.** Mentorship can make a lasting impact on others. Have Ambassadors reflect on the history of their cookie business and connect with a Brownie or Junior troop to mentor. These older cookie sellers can go through their records and pass down their knowledge, experiences, and any materials as part of their legacy.
- **Leave a digital playbook.** Recommend that Ambassadors review the ideas in the badge booklet for inspiration on creating a guide about everything they've learned in the Girl Scout Cookie business. Then they can decide how they want to inspire and pass on their knowledge to younger members.
- **Pay your customers forward.** Ask Ambassadors to think about who will fulfil their customers' cookie needs after this season and have them connect with a younger troop to share their data, marketing tactics, and customer lists. Suggest that they create a quick survey or add to an existing one, asking customers if they want their names passed on to a younger troop. These older Girl Scouts can create a final marketing message telling their customers where to buy cookies going forward.

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First published in 2021 by Girl Scouts of the United States of America, 420 Fifth Avenue, New York, NY 10018-2798, www.girlscouts.org