



# My Cookie Business Resume

Whether you're applying for a job, internship, college, or training opportunity, let your Girl Scout Cookie™ business experience play a starring role on your resume. Why? Because the skills you learned and goals you accomplished are significant assets. Naming them on a resume is a powerful way to stand out and show that you know how to think like an entrepreneur.

## Steps

1. Get to know your business; set your goals and budget
2. Research resumes and track your experiences
3. Boost your marketing skills
4. Use marketing to expand your network
5. Create a cookie portfolio

## Purpose

When I've earned this badge, I will know how to create a resume and portfolio that highlight the skills I've gained running my cookie business.



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

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

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



## Step 1: Get to know your business; set your goals and budget

Know your business and kick off your plan. Find out what’s new this cookie season. What are the big deadlines? What are the cookie costs and varieties? What are the rewards and troop proceeds? Dig up everything you can about Digital Cookie®/Smart Cookies® sales and the marketing and sales tools available for Girl Scout Cookie business leaders. Take a look at the resources available on [girlscouts.org](http://girlscouts.org); check out your council website, too. Explore ideas for your goals, then create a budget.

### Choices—do one:

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**Explore with your team.** Break into two groups to research: One will look at cookie business resources and the other will come up with goal-setting ideas. The cookie business group will explore the latest marketing tools, past sales data, Digital Cookie/Smart Cookies, cookie costs and varieties, and other related topics. The goal-setting group will work on a troop budget by brainstorming how to use your money and seeing how much those plans might cost. Present your findings to the larger group, then create your budget and set goals.  
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**Discover new ideas.** As a team, review all the new cookie business materials provided by your council and GSUSA. Then brainstorm ways to use your money as a team. Gather in a circle and have the first team member write down an idea, then pass the paper to the next person. The next team member will build on the original idea or add their own. After a few rounds, gather the papers and share them with the group. Then pick your favorite ideas, determine the cost, and set your budget.  
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**Get feedback on your plan.** Research the latest marketing tools, past sales data, the Digital Cookie/Smart Cookies platform, cookie costs and varieties, and other related topics. Then, as a team, come up with a plan for how to use your money and see how much those plans might cost. Ask each team member to get feedback on the plan—it can be from a family member, friend, older Girl Scout, or other trusted adult. Come back together as a group and share your notes. Are your goals realistic? What can you change about your plan? Together, decide what changes to make and revise your plan.

# Words to Know

**Brand:** The name, symbol, mark, or logo a company uses to identify its 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.

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

**Portfolio:** A portfolio shows examples of your work, which can include videos, cookie booth photos, events you organized, and even a pitch script you wrote.

**Resume:** A way to present your work experience in a concise yet detailed way for the purposes of hiring.

**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.

## 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: Research resumes and track your experiences

A resume is a way to present your work experience in a concise yet detailed way for the purposes of hiring. Resumes are not one size fits all—they are a personal expression of your work and experience history. Find out which resumes are the most effective and what works best for you. Then create a journal, inspiration board, or blog to track your business experience and the skills you learn along the way in order to build your resume.

### Choices—do one:

**Invite a college or job recruiter to a meeting.** Find out what grabs their attention on a resume. What are the most important things to include? How should you organize your information? How critical is formatting? Do you need a different resume when presenting online and in person? How do you quantify and qualify your results? (Quantify is the hard data or numbers behind your results. Qualify means to describe how you reached your results.) Tell the recruiter about some of the skills you've learned and what you enjoy about running your own cookie business. Ask for tips on how to translate that experience into your resume. After this session, research resume samples online and keep a journal, inspiration board, or blog to track your skills.

**Go online to get ideas.** Check out different resume templates online and think about which ones would best highlight your accomplishments. Learn how to create resumes aimed for different opportunities. Explore what recruiters are looking for in a resume and which formats they prefer. Decide how you'll format your resume and start tracking your skills through a journal, inspiration board, or blog. Then make a list of the skills you've gained by running your own cookie business. Research language online that can help you add your experience to your resume.

**Dive into your past.** If you've sold cookies for years, recreate your sales experience from the time you started selling. Create a timeline and make a chart of your personal sales trajectory. Did you do better with sales one year than another? Put your history into a statistic you can use on your resume. (Six years of cookie sales with a 25% growth in sales each year, for example.) Collect your history and track your sales data and skills through a journal, inspiration board, or blog.





## Step 3: Boost your marketing skills

Learn strategies to market your cookie business and find ways to market yourself to meet your goals. Create a plan for both and get feedback from someone else, such as a mentor, family member, business leader, or entrepreneur. Incorporate the feedback and suggestions and revise your plans as you progress.

### Choices—do one:

**Meet with a marketing expert.** Find out how to build your marketing skills for your cookie business and translate those skills into marketing yourself. Use this knowledge to market yourself and your business to customers. Come up with a marketing plan for both.

**Research marketing tactics online.** Look for ones that align with your cookie business goals and support your budget. Are there creative marketing strategies you can use for both your business and to market *you*? Find out what online marketing tools are available for you to use, then come up with a marketing plan for you and your cookie business.

**Define your cookie brand identity and your personal brand.** Go online to find ways Girl Scout Cookies set themselves apart from [the competition](#). Then write a brand identity statement. What does your cookie business offer? Who is your target market? How are you best at what you do? Then make the same kind of statement for yourself. Ask your Girl Scout team and adults in your life to help you identify your special skills and strengths. Think of what you'd tell someone about you in a networking situation. Think about how you'd incorporate this into your resume.



# Marketing YOU

Think of yourself as a product  
that you want to promote!

**Here are some things to consider:**

- What's your value? In marketing speak, it's called your unique value proposition. What are your special skills and abilities?
- What's your goal? Where do you see yourself in 6 months?  
In a year?
- How will you measure your goals? Set specific goals with timelines.
- Identify your target markets. This could be a trade you want to learn, a college you want to attend, or a career you intend to have.
- What resources will you need? Will you take classes, volunteer at an organization, or expand your network? Make a list.

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## Step 4: Use marketing to expand your network

Decide how to expand your network. How can you earn loyal customers who come back next year? Analyze data from your past sales. Who are longtime customers? Where will you meet new customers? How can you expand your network using your marketing messages? How can you get to know your network members a little more, so you can start thinking about how to leverage their support when you move beyond your Girl Scout Cookie business?

### Choices—do one:

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**Use your digital tools.** Create a cookie business pitch video you can use for your digital promotions and include in your portfolio. Check out “Digital Marketing Tips for Cookie Entrepreneurs and Families” at [girlscouts.org/cookie/digitalmarketing](https://girlscouts.org/cookie/digitalmarketing) and find other resources online for ideas. Research ways other Girl Scout Cookie business leaders have used digital selling methods. Find ways to expand your network online through career and community websites.

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**Create marketing messages for different segments of customers.** When you look at your customers in segments, it makes it easier to know how to market to them. What do they have in common? Were their purchases in the same price range? What are the demographic characteristics (like age and gender) of your customers? Are there customers who only buy to donate? Who do you consider your target market? As a team, create marketing messages for your strongest segments of customers. Then come up with a way to use your network to find large groups of people to pitch to.

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**Talk to an expert.** Get information from someone with experience launching a business. This can be someone you speak to one-on-one, invite to a meeting, or find through a video of online business leaders talking about their experiences. Find out how they created their customer base. How do they keep customers loyal? What strategies do they use to expand their network? Take what you learn and come up with marketing messages that will attract new customers.







# Step 5: Create a cookie portfolio

Pull your experiences into a dynamic portfolio that includes your resume, sample marketing materials, and a cover letter that showcases your skills and interests. A portfolio shows examples of your work, which can include videos, pitch scripts, cookie booth photos, or events you organized. Use notes from your business journal, inspiration board, or blog to reflect on your experience.

## Choices—do one:

**Work with a mentor.** A mentor is someone who can guide your choices and help you grow. This might be a guidance counselor, businessperson, or coworker of a family member or friend. Find ways a mentor can help you with your resume, cover letter, and portfolio presentation. Practice presenting your portfolio to your mentor and make changes as you get feedback. For helpful information, check out “Maximizing Mentorship: A Girl Scout Guide” at [girlscouts.org/maximizingmentorship](http://girlscouts.org/maximizingmentorship).

**Create a digital portfolio.** Turn your portfolio materials into something you can share online. Look for online portfolio design tools you can use. Include your resume, list of skills, your bio, cookie business marketing samples, awards and accomplishments, and anything else you’ve collected (consistent with Girl Scouts’ Internet Safety Pledge). Organize your materials so your audience can easily find the information. Make it visually appealing and don’t forget to update it each time you have something new to add.

**Present your portfolio.** After you assemble your portfolio, show it to at least three people in a mock interview setting. Ask for feedback and make changes. What really stood out to them as your strengths? Do these things align with what you think of as your strengths? Are there other opportunities to showcase more of your skills and experiences?



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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