

# My Cookie Network

Your network consists of the connections you make through your Girl Scout Cookie™ business. It includes your team, your customers, and the people around you who support your business. Find out how to use your network to strengthen your customer base and take your business to the next level.

## Steps

1. Review your cookie business
2. Set a goal for all parts of your business
3. Share what you stand for
4. Build your customer base
5. Tailor your marketing messages

## Purpose

When I've earned this badge, I will know how to leverage my network to run and grow 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](https://girlscouts.org).



## Earn your Senior Cookie Entrepreneur Family pin!

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



# Step 1: Review your cookie business

For this step, you'll research your cookie business and explore everything you need to know to make it a success. What are the costs and varieties? What are the rewards? How can you sell using the Digital Cookie®/Smart Cookies® site? What marketing tools are available? If you've sold cookies before, reflect on past experiences by collecting customer and sales data to help inform your goals.

## Choices—do one:

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**Train each other.** Break into small groups to research different topics: marketing tools, past customer sales data, Digital Cookie/Smart Cookies, cookie varieties and costs, rewards, and more. Then come back together as a group so each team can share their findings. What is one key takeaway from each group that you want to remember? How will this research inform your plans?  
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**Plan a cookie kick-off meeting for your troop.** Work with your troop to plan an in-person or online meeting. Choose topics to cover and set an agenda. Research and discuss your cookie business, from the latest sales tools to changes in cookie varieties. What's the latest news about rewards and troop proceeds? If you've sold cookies before, think back on your past sales experiences. What will you do differently?  
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**Lean into digital sales.** Digital Cookie/Smart Cookies can help you manage your cookie business on the go. Find out the latest about rewards and troop proceeds for this cookie season. Then explore everything from digital marketing tools to the online customer experience. Take a look at “Digital Marketing Tips for Cookie Entrepreneurs and Families” at [girlscouts.org/cookie.digitalmarketing](https://girlscouts.org/cookie.digitalmarketing) for more information. Pick three tips to try and share your plan with your team.

# 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!

**Customer segmentation:** When you narrow down your customers into specific groups, like gender, buying habits, or demographic.

**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.

**Iterate:** Repeatedly changing something to end up with a result you want. Entrepreneurs go through the entrepreneurial process, a cycle that creates changes and makes improvements.

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

**Social responsibility:** Acting in the best interests of society and the environment.

**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 everything about keeping 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 a goal for all parts of your business

Think about how you'll run your business. What will you do with your troop proceeds? What method will you use to sell—door-to-door, cookie booths, digitally, or a combination of these? Set goals and come up with a detailed plan and budget. Decide on your troop package sales goal and figure out your personal goal. How will you use your network—your team, the support around you, and your customers—to help achieve your goals?

## Choices—do one:

**Hold a goals and budget meeting.** One of your most important networks is your Girl Scout team. Think about everything you need to consider: how your troop will use your cookie money, team package goals, personal package goals, Digital Cookie/Smart Cookies sales, booth sales, marketing, and how you will support each other to reach your goals. Then break into smaller groups and assign each group a topic to work out the goals and budgets. Come back together, give each group time to share and field questions, and decide what works best for the troop.

**Go online to get ideas.** Find out what other Seniors have done with their cookie money. You could also invite an older Girl Scout or recent high school graduate who is a Girl Scout alum to your meeting to share their experience. Make a list of ways your troop could use its money. Vote on the choices, research the costs, and then set a budget.

**Get advice from a business professional.** Set your goals for how you will use your funds as a team and put together a first draft of a budget. Share your goals and draft budget with a person who has experience in business operations, finance, or entrepreneurship. How do they use goals and budgeting to manage their work or business? Find out how realistic your plans are. Is there anything you need to add? Will you have enough to meet your goals? Are there any goals you need to eliminate? Refine your goals, plan, and budget based on their feedback.





RESEARCH &  
DEVELOPMENT

techniques

### Market Needs

-the people need cookies

-increases business



## Step 3: Share what you stand for

To grow your support network, you'll need to convince people that your business is a worthy cause. Check out the social responsibility section of the "Girl Scout Cookie Program FAQs" at [girlscouts.org/cookieprogramfaqs](https://girlscouts.org/cookieprogramfaqs). How is your business environmentally responsible? How does it help others? Create a social responsibility strategy; include how you'll let your customers and supporters know about it. You might plan to share it on social media or create a video to share.

### Choices—do one:

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**Research socially conscious companies.** Find companies that focus on change and make a difference for local, national, or global communities. What do they do, and how do their actions connect to the mission of the company? See how they use social media and digital marketing to promote their cause and tell their story. What is your cookie brand identity and how can you create strong messages about what you stand for? Use what you learn to create your strategy.  
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**Create storyboards.** Your video or social media campaign will have a story to tell, so create it on storyboards. What is the narrative you want to share? What is behind the power and promise of Girl Scout Cookies? Start with an image, word, or mix of both. Keep drawing until you've told a story. Imagine your storyboards as a series of social media posts or scenes for a video you record. Hang them on a wall and put them in the order that works best.  
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**Define your team culture.** Use the Girl Scout Promise and Law as your guide and set up how you want your team to operate. How regularly will you meet? How will you share in each other's success? How will you make sure everyone's voice is heard? How will you provide feedback? How will you solve problems? What will you do to make sure you are on track to reach your goals? Then decide how you plan to let customers know about your teamwork and business values.







## It Takes All Types!

Customer segmentation is a tool to help you look at your customers in smaller, more specific groups so you can target your marketing. It is important not to assume that everyone in a group is the same—but thinking about your customer base in subgroups can be useful for your marketing strategies.

Use these prompts to think about forming smaller group profiles:

- What types of cookies do your male customers buy?
- What types of cookies do your female customers buy?
- What is the common age of your customers?
- What types of cookies do your younger customers buy?
- What types of cookies do your older customers buy?
- What do all your customers have in common?
- Are their purchases in the same price range?
- What type of customer buys more than one package?
- Are there customers who only donate cookies?
- Who do you consider your target market?





## Step 4: Build your customer base

Find out how to reach more customers and expand your network. How can you gain more loyal customers who come back every season? Think about turning your customers into brand advocates who will promote your business to their networks too! Check out “Digital Marketing Tips for Cookie Entrepreneurs and Families” at [girlscouts.org/cookiedigitalmarketing](https://girlscouts.org/cookiedigitalmarketing) for ideas.

### Choices—do one:

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**Talk to a female business owner.** Find out how they maintain their loyal customers and find new ones. Share the ways you reach your customers and ask for their feedback. Then come up with two new tactics to try this season.  
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**Learn about customer segmentation and create profiles.** When you look at your customers in smaller segments, it's easier to see how to market to them. With your team, use “It Takes All Types!” (see page 8) as a guide for how to break your customers into smaller groups. Then create a profile for each. Decide how your marketing messages might differ for different segments.  
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**Update your customer database.** If you haven't already, make sure to create a customer database using an online program or spreadsheet. Decide how you want to organize your customer list. What type of contact information do you have for your customers: email, phone number, home address? What type of specific data do you have—age, gender, city, and last cookies purchased? What important demographic information is missing? Come up with a plan to reach your customers. You may decide that close friends and family get personal emails, phone calls, or in-person asks or texts. Perhaps others receive an email from Digital Cookie/Smart Cookies. Ask your customers to help promote your cookie business to their friends and family too.







## Step 5: Tailor your marketing messages

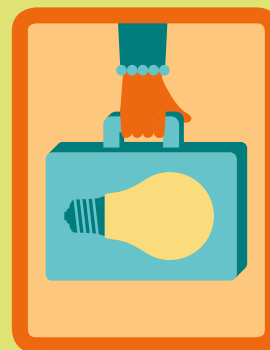
If you haven't already tried customer segmentation, do so now. Look at "It Takes all Types!" on page 8 to break yours into smaller segments. Then create marketing messages for at least three customer segments and use them to promote your business.

### Choices—do one:

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**Get creative with digital marketing.** Write a blog, create a video, or come up with social media posts that tell your cookie business story. You can also engage your customers through an email campaign. Think about how film companies promote a movie by teasing small pieces of information leading up to the big release. Can you think of ways you can do that leading up to cookie season? How will your messages vary for different customer segments? You don't want to rely on stereotypes or assumptions in building your marketing campaign; that's why you do market research. This research will help you build a relationship with your customers.

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**Research your favorite brands.** Check out their websites and social media accounts. What are their messages for different platforms? Do they target certain types of customers with different messages? What do they do to create a relationship with their customers? What can you do to safely build a relationship with your online customers? Think about your target customers and where they're most active online as you create unique messages to inspire them.

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**Reach out to your community.** Once you know your target customers, find out how you can use your community to sell. For example, you might find your target customers at a farmer's market, outside grocery stores, or at a community fair. Maybe they are more likely to buy cookies in the evening, or to read an email if it's sent over the weekend. Leverage your network of customers by asking them to help you spread the word.



Earning your **Business Startup** badge will give you even more tools to learn about teamwork, mentorship, and ways you can expand your network.



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