



# 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.

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

**Pitch:** When you share your idea or message with people in a way that gets them excited and eager to support you.

**Strategy:** A plan you make for how your cookie business will attract customers and meet sales goals.

**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.