



# Words to Know

**Brainstorm:** A fun word that means coming up with new ideas and different ways to solve a problem.

**Cookie entrepreneur:** When you sell cookies, you set goals, make decisions, make mistakes, and try again. That makes you an entrepreneur!

**Credit card:** A credit card is a way to pay for things. The money moves from one account to another electronically.

**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.

**Entrepreneur:** Someone who creates something or finds a way to help people and solve problems.

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

**Order card:** Where you'll find the kinds of cookies, what they cost, your customer's information, and the number of packages you sell.

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

**Pitch:** What you tell your customers to get them excited about buying cookies.

**Troop goal:** What you plan to do with your troop cookie money.