



Words to Know

Brainstorm: A fun word that means coming up with a list of ideas.

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

Digital Cookie®/Smart Cookies®: A way for your 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 solves problems with an idea or a business.

Mascot: An animal that represents the cookie season. The mascot changes every year.

Order card: The order card shows the names of the cookies and what they cost. Your customers can write their orders here.

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

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

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