

# IT'S EASY TO GET STARTED!

## 1 Go to [www.gsnutsandmags.com/gswpa](http://www.gsnutsandmags.com/gswpa)

(or click on the link from the council website)  
Follow the prompts to participate in the online Fall Product Program. Please have your troop number before starting.



**My troop number is** \_\_\_\_\_

## 2 Create Your Personalized Site

You will be creating an avatar who looks just like you. You can also record a personalized message for your avatar to deliver to friends and family. As you move through the activity, she will earn virtual rewards as you take various steps to create your personalized site for nuts and magazines.



## 3 Send Emails

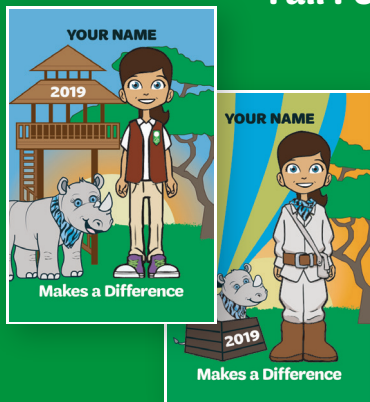
When you send emails to friends and family, they will see your goal and hear your avatar deliver your special message. By clicking a link, they will be able to shop online while helping you reach your goals! Don't forget to share with additional friends and family on social media with the help of a parent / guardian. Please follow current GSUSA guidelines for online sales and marketing.



### EARN RECOGNITIONS FOR YOUR PARTICIPATION

Check the back of your nut order card and on your online site to learn more about all of the recognitions you can earn.

#### Fall Personalized Patch



**To Earn:**

- Create your avatar
- Send 15+ emails
- Sell 4+ magazines and 25+ nut/chocolate items

*Choose a background for your avatar and whether she wears her Girl Scout uniform or a safari outfit!*

#### Girl Scout Cookie Crossover Personalized Patch



**To Earn:**

- Create your avatar in the Fall
- Send 15+ emails in the Fall
- Sell 250 packages of cookies in the 2020 Girl Scout Cookie Program

**Earn these two special patches with your name and avatar on them!**



Participating in the **MagNut Program** gives you the ability to **Be The Difference** and to **Believe in Yourself** by earning money to do the activities you and your troop have chosen to do.

So go ahead, unleash the **G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)**<sup>TM</sup> in you!

1. Be a **Go-getter**:  
Set a goal. Goal Setting is the first step to be successful. Decide with your troop on the activities you would like to participate in using your troop proceeds.
2. Be an **Innovator**:  
Use your decision-making skills to identify a need in your community where you and your troop can take action to make a positive change. Plan to use a portion of your troop funds to make it happen.
3. Be a **Risk-taker**:  
Try a new skill that you have always wanted to learn.
4. Be a **Leader**:  
Practice your selling skills as a troop activity, so that you can be confident in sharing your goals and planned activities with your family, friends and customers. Delivering your products and managing your money will also help to develop your people skills and business ethics as a responsible business person.

## SELLING TIPS

### Strategize

With your troop talk about strategies for optimizing your sales effort.

### Familiarize

Use your order card to familiarize yourself with the products.

### Important Dates

Discuss the important dates of the sale. Write the dates in the box on your order card.

### List it Out

Make a list of people you think might like to purchase products from you.

### Practice

Practice your sales pitch with family, or troop members before beginning to sell.

### Care to Share

Encourage customers to purchase additional products as gifts, or to support your Care to Share project.

### Thank You

Always be courteous, smile and say, "Thank You," whether you make a sale or not.

