

Connect with your cookie customers through a personalized online presentation that answers the question—Why buy cookies from ME?

Flex your digital business skills by preparing a special message that can be shared on your Digital Cookie page—just use the sample guide below to focus the pitch you want to share with the potential customers! Add as much detail as you want.

Welcome Customers!

- Introduce yourself (First name, Troop #, Girl Scout level)
- "Thank you for visiting my Digital Cookie page."

What are you doing?

- Selling Girl Scout cookies/participating in the world's largest girl-led business!
- Trying to end hunger/homelessness in my community/support endangered species.

Why are you selling cookies? What is your goal?

- Learning business skills like online communication, setting goals, managing money,
- To sell _____ packages to earn _____ reward/go to _____ camp.
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What is your Girl Scout experience?

- Share your troops' community service projects.
- Share some fun experiences you have with your Girl Scout sisters—camping/travel/favorite badge.
- Have you earned or planned a Bronze, Silver, Gold Award project?
- •

Why should your customers buy cookies?

- To help you and your troop meet your goals.
- Cookies are delicious—share your favorite variety!
- All proceeds stay local and help fund activities/projects in your community.
- •_______

Thank your customers!

• Thank you for supporting Girl Scouts!

Tips for a stre	ong presentation:
	tails! Customers are more likely to buy when your pitch is
	nalized! notes and practice your pitch until you can present without reading.
	ative with a fun background or make a simple slide show to share.
4. Suggest	t options like freezing cookies for the summer or share cookie
	s. Visit <u>www.littlebrowniebakers.com</u> for some great ideas.
o. Explain	to your customers the difference between ordering shipped cookie l-delivered" cookies.