

# Junior Badge Tips

## ONLINE SELLING TIPS FOR EARNING YOUR COOKIE BUSINESS BADGES

Many of the things you learn while earning your Junior **Cookie CEO** or **Customer Insights** badges will be super helpful when you market your Girl Scout Cookie® business and sell online. With an adult, explore your Digital Cookie® or Smart Cookie® platform. Find out how to set your goals, track your progress, manage orders, and reach your customers. Then, follow this guide for ideas about how to put a digital spin on some of the badge steps.

**Safety First** Make sure you and your parent or guardian read and follow the [Girl Scout Internet Safety Pledge](#), the Girl Scout [Digital Cookie Pledge](#), and the [Supplemental Safety Tips for Online Marketing](#) before you get started with your virtual business.




### Cookie CEO

Here's how to use your skills to run your virtual cookie business.

- As you complete Step 1, set a goal for your online sales.** Decide how many packages of cookies you and your troop want to sell using Digital Cookie® or Smart Cookie. Track your online sales to see if your troop is meeting its goals. Share an update with your customers so they know how far you've come.

**Cookies to Spread Cheer.** Customers buying on Digital Cookie or Smart Cookie can purchase cookies to donate to your council's donation program. Check out [Virtual Girl Scout Cookie Booth Guide](#) for other ways to donate cookies. Ask your troop leader about special graphics you can use to promote cookie donations, or come up with your own!



 If you haven't participated online before, check with your parent or troop leader for details about how to take your cookie business to the next level!

Check out [Digital Marketing Tips for Cookie Entrepreneurs and Families](#) to get ideas.

- As you complete Step 3, put together your virtual sales team.** Set responsibilities and deadlines with your team: Who will track your goals, design graphics, create and host a virtual cookie booth, or write updates to your customers?
- As you complete Step 4, find out how to make a good impression online!** With an adult's help, look up ads or videos made by some of your favorite brands. How do people present themselves? What are they trying to tell their audience? Is there a call to action so customers know what to do next? Make notes and share with your team.

**For more fun!** Earn your [Junior Cookie Entrepreneur Family pin!](#)



YEAR 1



YEAR 2



## Customer Insights

Use these skills to reach your existing customers online—and find new ones.

- As you complete Step 1, explore what your online customers want.** Ask your parent or guardian if you can create a poll or survey to post on their social media. You can ask customers questions like: Would you rather buy cookies online or at a cookie booth? How many packages do you usually buy each season? What makes you decide to add one more package to your order?
- As you complete Step 2, find out how online businesses attract customers.** With an adult's help, go online to see how other businesses reach their customers: Visit their websites, find them on social media, or join a mailing list. What are 2–3 things you can apply to your online cookie business?
- As you complete Step 5, make a video pitch.** Use what you learned from your customers to create a video pitch. Brainstorm ideas with your team. You can share what the top-selling cookies are, and tell customers about any special features. Do they know there is a gluten-free option or that Thin Mints® are made with vegan ingredients? Test your video pitch on your friends and family to get feedback.

**Get Your Customers to Help!** Contact your existing customers to ask if they would share your cookie business on their social media. Make sure to include why buying from you is a great investment.

**Pitch Pointers** When you see someone explaining or trying to sell a product or idea, that's called a pitch. Consider following these steps in your pitch:

1. Tell people who you are by sharing your first name and troop number.
2. Let customers know about the different cookies and how much they cost.
3. Share how your troop plans to use its cookie money.
4. Let customers know that they can donate cookies.
5. End by asking customers to buy your cookies and telling them how to do that online.

*Safety tip:* Make sure you don't share your personal contact information (like your address, school, or last name), and have an adult supervise any communications you have with your customers.

### 4 Tips for Volunteers

1. Make sure girls have their parents' or guardians' permission to participate in all online activities and read and agree to the [GSUSA Internet Safety Pledge](#) before conducting any online activities. Have girls take the [Girl Scout Digital Cookie Pledge](#). Parents should read and follow the [Digital Cookie Terms and Conditions for Parents/Guardians](#).
2. Make sure girls NEVER direct message people online or on social media platforms.
3. Only use the Girl Scout online sales link for customer orders. If the Girl Scout sales link is posted on a public-facing site, be aware the link is searchable by anyone and could potentially appear anywhere on the internet.
4. Have parents or guardians approve all girl-delivered online orders and supervise all communications and product delivery logistics with any customers girls don't personally know. As a reminder, girls should never deliver cookies alone.

Learn more at [girlscouts.org/cookiebadges](https://girlscouts.org/cookiebadges)