

Branding Her Business

How to Brand Her Business

Girl Scout Cookie entrepreneurs run every part of their cookie sale, including branding their businesses. Encourage teens to customize their sale by creating a script for a video commercial.

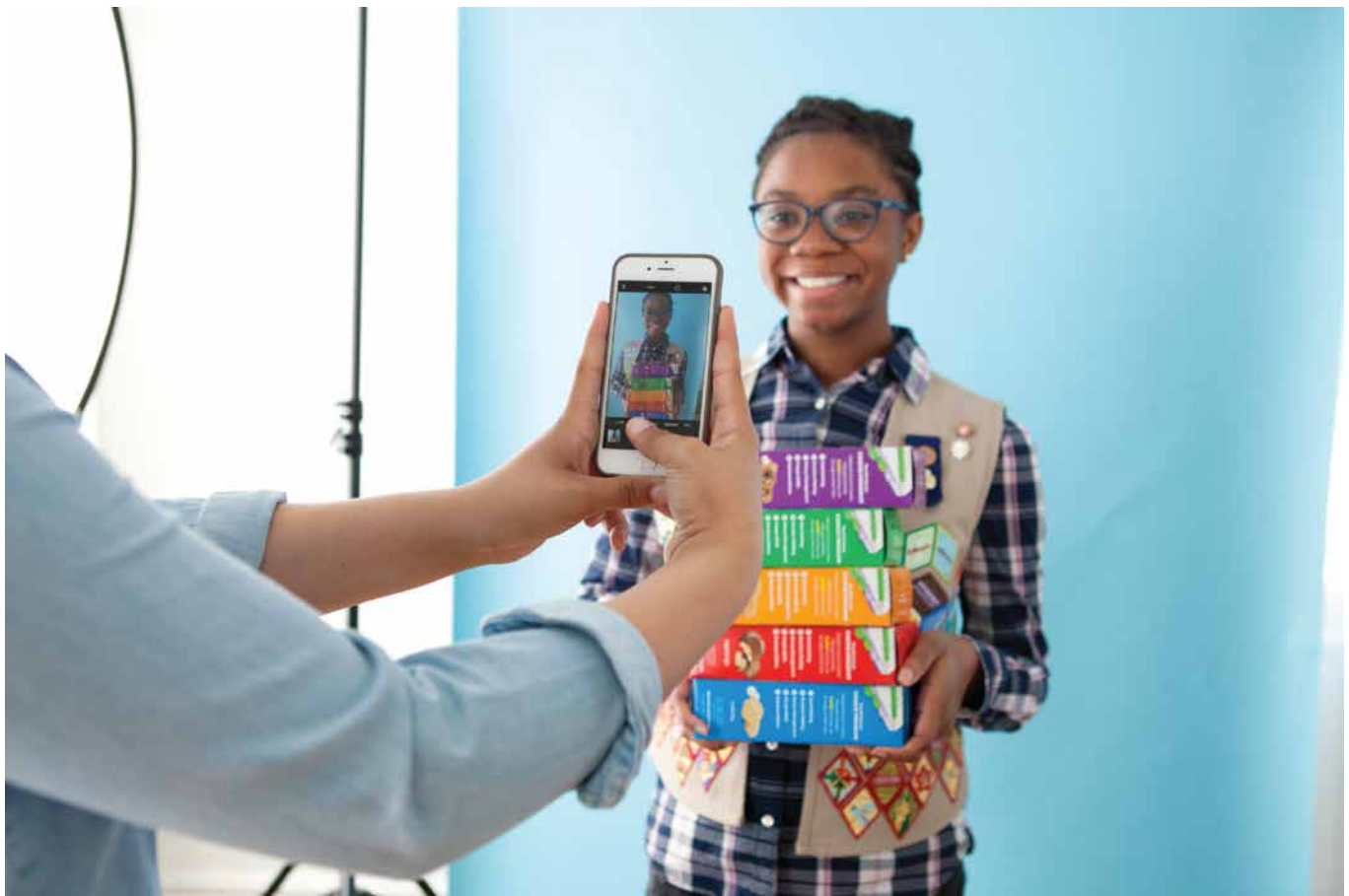
Supplies:

- Create a Commercial worksheet (next page)
- Smartphone or camera
- Green screen or backdrop and setting (cookie booth, outdoor backdrop scene, or CEO desk and chair with an office/window behind it)
- Props (cookie boxes, cookie cases, cookies or cookie platter)

Directions:

1. Use the Create a Commercial worksheet to brainstorm bold ideas and write a commercial script for your Girl Scout Cookie Sale®.
2. Use a smartphone or camera to record your commercial. Girls can up the production value by using a green screen to transport them to creative settings.
3. Girls can upload their commercial to their custom Digital Cookie® page. If the girls are old enough to engage with their customers on social media, they can also post their commercial to share it with their whole network of friends and family*.

*Please review current or updated Girl Scouts® safety resources before posting on social media. Girls should also follow Girl Scouts guidelines when sharing their Digital Cookie site with friends and family.



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Little Brownie
BAKERS®

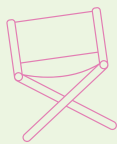
girl scouts
cookie program

Create Your Own Digital Cookie® Commercial



LIGHTS, CAMERA, ACTION!

Are you a Girl Scout who's on **Digital Cookie**? Make your page stand out with a video that creatively tells the story of why you are selling **Girl Scout Cookies**®. Here are a few thought-starters to help you begin:



WHAT KIND OF VIDEO STYLE ARE YOU SHOOTING FOR?

Quirky and funny? Or maybe a heartfelt appeal? You're the director!



WHAT'S YOUR BIG PICTURE IDEA?

Many girls have done a parody of their favorite music videos. Another approach is to highlight a Gift of Caring™ theme, such as "Cookies for Heroes." Or, you could tell your story with your own artwork that could be as simple as a series of posters with illustrated words.



HOW MANY PEOPLE WILL BE IN YOUR VIDEO?

You're the director who has a great cast that features you as the star! You may decide to include one or two other people in your video or even your pet.



WHERE WILL YOU SHOOT YOUR VIDEO?

The easiest route is to pick a spot in your home and maybe include a poster-board backdrop. Or, you could choose a place that's tied in with your goal, like a campsite.

Note: Keep in mind that you'll need to use an editing tool like iMovie if you capture video footage from more than one location.



WHAT WILL YOU BE WEARING IN YOUR VIDEO?

Be sure to identify yourself as a Girl Scout by wearing your membership pin and/or Girl Scout clothing. If you'll be in a costume, you might wear your sash over it.

See reverse side to begin creating your video storyboard (rough script).

PRO TIPS

TEAMWORK MAKES COOKIE DREAMS WORK!

Get together with other Girl Scouts to brainstorm ideas. Also, be sure to involve your parents or an adult volunteer in the making of your video. Don't forget to follow the specific safety guidelines for Digital Cookie. Find the rules at GirlScouts.org.

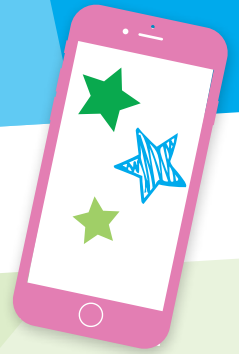
IMPORTANT TALKING POINTS TO COVER

However you decide to approach your video, keep in mind that there are three main things that are important to communicate:

1. Who you are (first name only) and why you're selling Girl Scout Cookies
2. Your individual goal and maybe your troop's goals
3. Your final call to action, or the specific step your audience needs to take to buy cookies from you

IT'S STORYBOARD TIME!

Before you hit "record," sketch out the different plot points of your video and think about what it will look like. Use illustrations for your visuals or cut out images and paste them to the sheet.



What will be happening?
What will you be saying?

What will be happening?
What will you be saying?

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PRO TIP

PREPARE LIKE A GIRL SCOUT!

After you've sketched out all your visuals, read over your storyboard to be sure it tells a story that's easy to follow. Also, rehearse your script a couple of times to get comfortable with what you'll be saying and doing in front of the camera. Have fun!

