

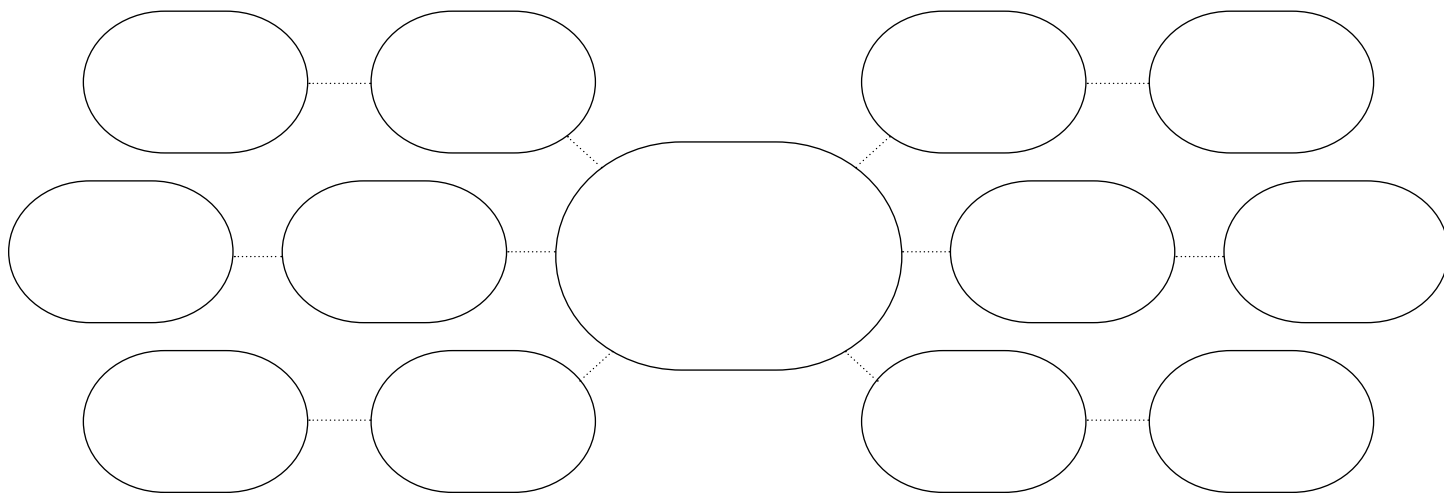
Brand Your Digital Cookie® Business

Words are powerful, so give your Digital Cookie business a memorable name.

Mind map

Use the space below to create a mind map and get ideas flowing.

In the center, write the first word or idea that comes to mind when you think of your cookie business. Fill in the branches as you think of other ideas or phrases. Mind maps are a great way to expand your thinking!



Business name

Your business name should be easy (and fun!) to say out loud.

A large, empty speech bubble shape with a tail pointing towards the bottom left, intended for writing a business name.

Catchy slogan or tagline

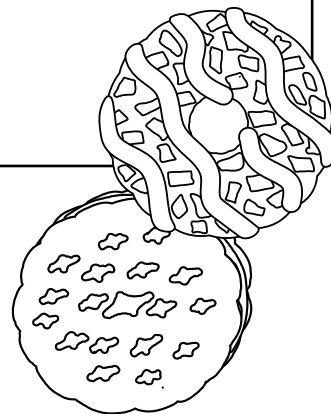
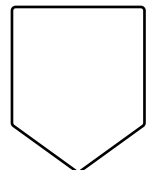
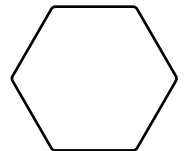
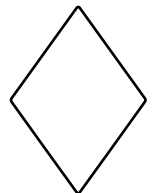
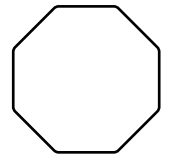
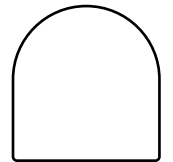
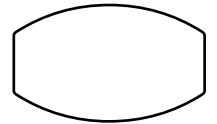
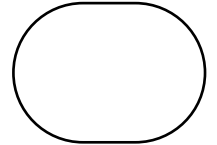
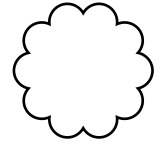
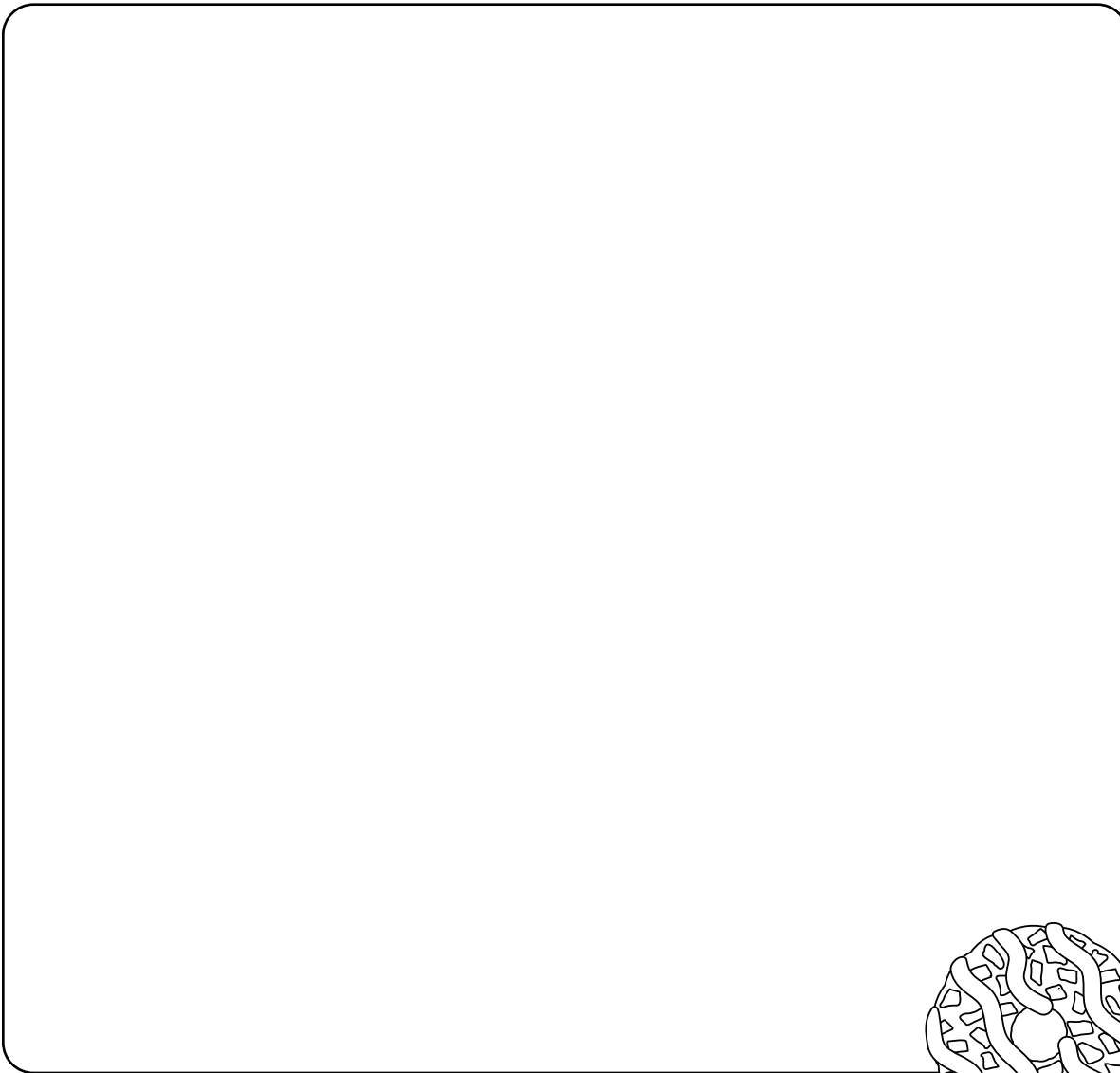
A slogan or tagline is like a motto or catchphrase. Your slogan should be memorable!

Here are a few famous ones: I'm lovin' it, just do it, It's finger-lickin' good, the happiest place on Earth.

Design Your Business Logo

Time to sketch out ideas for your logo.

Don't worry about the level of your artistic skills. Try to come up with a few rough sketches.
If you need help creating a professional-looking design, you can use digital tools like [canva.com](https://www.canva.com).



- Try to keep your logo simple.
- Think about your favorite logos and why the designs stand out.
- Use two to three colors at a maximum.
- Avoid making your logo too tall or too wide.
- After you have two or three favorites, get feedback from others.

Create Your Pitch

Upload a video to your Digital Cookie® page to speak directly to your customers. This is a great way to showcase your dynamic personality and entrepreneurial skills! Use the exercise below to help brainstorm a script for your video.

What's your name or nickname?
People want to know who they're supporting!

Describe your personality
There's only one you, but describing you might take lots of words.

Words that describe your values
If there's a cause that you or your troop cares about, list it here.

Words that describe your talents
Since you're a Girl Scout, you have many skills!

Cookie business goals
What do you want to achieve this cookie season?

Write Your Script

Use the space below to draft your script. Try to keep it under 75 words, or about 30

***TIP:** Practice in front of the mirror until you feel comfortable in front of a camera.*

Sample Script:
Hi, my name is Grace and I'm selling Girl Scout Cookies®. My goal is to go to camp with my troop and learn archery. I'm also donating cookies to Hometown Heroes. Would you like to buy or donate cookies today? I appreciate the support!

Tips to Make A Super Sweet Video

Use a green screen

If you want to drop in an impressive backdrop in your video, record it in front of a green screen. A green screen will make it easy to edit in your preferred video-editing software.

TIP: Create one for as little as \$5 or \$10 using green poster boards!

Good lighting

Let your personality shine with great lighting! Record in a room with plenty of natural light, or get crafty with the lamps you have at home and white poster boards.

Dress for success

A great wardrobe is essential for any video! Are you a budding CEO? Put on your best blazer. Or, keep it casual with your favorite Girl Scout shirt or traditional vest.

TIP: Wear what represents you!

Good music

Music adds something special to videos. Search online for free music libraries. YouTube has a vast, free music library. Just make sure the music isn't louder than you. We want to hear your voice!

Share, share, share!

Once your video is uploaded and your Digital Cookie® page is complete, how do you get people to watch it? Share it on social media! You could also create a custom QR code for free at flowcode.com and print it on cards or flyers to hand out.

Storyboard

Sketch out your video with scenes and transitions.

1

2

3

4

5

6
