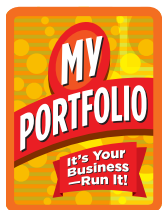


Senior Badge Tips

ONLINE SELLING TIPS FOR EARNING YOUR COOKIE BUSINESS BADGES

Many of the things you learn while earning your Senior **My Portfolio** or **Customer Loyalty** badges will be tremendously helpful when you market your cookie business and sell online. 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 [Digital Cookie Pledge](#), and the [Supplemental Safety Tips for Online Marketing](#) before you get started with your virtual business.



My Portfolio

Check out these tips for including your online cookie business experience in your portfolio.

- As you complete Step 1, reflect your online skills on your resume.** Search for samples of digital marketing and sales resumes or job descriptions, and look for language to translate your cookie business experience. For example, you have data analysis experience when you set goals and track your online sales. Using social media to communicate with your customers is social media marketing experience. Hosting a [Virtual Girl Scout Cookie Booth](#) means you have online event marketing experience.
- As you complete Step 2, include online marketing pieces in your portfolio.** Create a website that showcases some of your marketing pieces, your cookie resume, and testimonials from customers about their experiences working with you. Show how you tailored your message to attract customers on

different social media platforms. Collect samples from all the marketing tools you used to show your work and results.

- As you complete Step 4, include online cookie sales experiences in your story.** You are in a unique position when you've had experience with door-to-door, booth sales, and online sales. Compare the different sales methods you used, results you had, and the skills you learned from each of those experiences.
- As you complete Step 5, practice online interview techniques.** Whether it's for college, a job, an internship, or a volunteer opportunity, there's a good chance you'll be asked to do an interview online. You may even do press about your online cookie business! Develop talking points that feature your experience with online marketing and selling with Digital Cookie® or Smart Cookie®.

How to Shine Online

Set the stage. Make sure you're in a well-lit room without noise or distraction, and that the background is not cluttered.

Test it out. Schedule a mock interview with a friend or family member to make sure everything is working—from the sound to the video connection.

Look at camera. Keep eye contact during interview.

Watch your body language. Sit up straight, lean in to show interest, and smile when appropriate.

Look professional. Keep the focus on you, not what you're wearing.



Customer Loyalty

Use these tips to help build customer loyalty for your online cookie business. Get more ideas from the [Digital Marketing Tips for Cookie Entrepreneurs and Families](#).

- As you complete Step 1, find out how to boost your message online.** Start by researching one of your favorite brands online to see how it uses social media and digital marketing to promote its cause and tell its story. How can you use what you learned to make your messages stronger? Send emails to your existing customers and ask them to help spread the word. Who in your network has a large social media following? Ask if they would help promote your story.
- As you complete Step 2, hook former cookie sellers with your online message.** Turn Girl Scout alumni into your customers. Create a video or slideshow that tells the story of your goals, and share images of past

cookie sellers to tap into a sense of nostalgia. That personal connection will keep them coming back!

- As you complete Step 3, use your digital tools to build your customer list.** Use Digital Cookie® or Smart Cookie® to build your customer email list and kick off your selling season. When you host an online cookie event, be sure to compile a list of email addresses. Create a fun online poll—like one about customers' favorite cookies—and include a field to collect email addresses.
- As you complete Step 5, keep your customer connection going online.** Stay in contact with your customers digitally throughout the year. Send updates about news or changes in your cookie business. You can also repost, re-tweet, or share social media posts from satisfied customers. As cookie season nears, create a schedule for messages you can post to help build the anticipation.

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.

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



YEAR 1



YEAR 2

Learn more at girlscouts.org/cookiebadges