

the best cookie booth ever!

which of these ideas would you like to try?



Turn your cookie booth into a humming business that helps you reach your goals. Here are some great ideas from the world's best cookie marketing experts.

— other Girl Scouts!

<input type="checkbox"/> open your own cookie store!	Claim a spot at the entrance to your subdivision or other high-traffic area and open for business at the same place and same time every day or every week. For example, you may sell cookies every evening from 6:00 to 7:00 as residents return from work or every Saturday morning. Post signs or distribute flyers so everyone knows your schedule. Customers will expect to see you, and they'll be ready to buy.
<input type="checkbox"/> they know you're selling Girl Scout Cookies ...	Customers love seeing the familiar cookie booth each season. Tell them something new!
<input type="checkbox"/> tell them about your cause!	Customers want to help Girl Scouts help others. If you have a service goal, make posters to tell customers about it. Let them know how many cookie packages you need to sell to reach your goal.
<input type="checkbox"/> help them find their favorites!	Create posters that target what customers love. Here are some ideas: <ul style="list-style-type: none">• Love chocolate? Get your Samoas and Thin Mints here!• Love peanut butter? You'll love Tagalongs!• Trefoils — Great with coffee!
<input type="checkbox"/> collect cookie donations	Start or join a Gift of Caring project. It's easy! Customers buy cookies to donate to the military or other community group, and girls deliver the donations. At your cookie booth, decorate and clearly label a large collection box so customers know how they can help. Add some flags for patriotic flair!
<input type="checkbox"/> FREE samples!	Create a sampler platter of cookie pieces so customers can try the different varieties. Who could resist?
<input type="checkbox"/> FREE recipes!	The only thing better than Girl Scout Cookies is a Girl Scout Cookie recipe! Thin Mint Shakes, anyone? How about Samoas Sweet Potatoes? Offer free recipe cards with the purchase of multiple packages. You can find great recipes cards ready to print at www.littlebrownie.com .
<input type="checkbox"/> bundle packages	With colorful ribbon, bundle multiple packages to encourage multiple purchases. Maybe you would like to add handmade or printed gift tags such as "Happy Birthday" or "I Love You." (Print cards at www.littlebrownie.com).
<input type="checkbox"/> say it with style	Posters are great, but there are lots of other ways to get your message out: <ul style="list-style-type: none">• Wear concession boxes made from copy paper box lids to hold your cookies.• Carry picket signs in bright colors.• Make and wear your own buttons to communicate important information.• Create your own unique "jingle" that you can sing.
<input type="checkbox"/> advertise in advance	Use the Cookie Sale poster in this Activity Kit to let everyone know when the booth will open.
<input type="checkbox"/> get attention with your booth	Make it irresistible. Use a colorful tablecloth, play music, hang balloons ... whatever it take to get attention. However, be sure to follow the guidelines of your booth sponsor. Some sponsors prefer visuals only.
<input type="checkbox"/> display your goal poster	Customers want to see how sales are stacking up!