

Marketing Guide

Why Marketing?

Marketing or pitching your product makes your product visible and appealing to a customer. Customers see your marketing and think ‘that’s something I want to have!’

What is a Marketing or Product Pitch?

- A short, to-the-point summary of an item or product you’re trying to sell. A pitch is when you try to convince someone to agree with your idea or buy a certain product.
- When you see a salesperson explaining a product and asking you to buy it, that's a pitch. If you try to persuade your parents to get you something you want, you make a pitch about why you should have it.

Do	Don't
Make the product sound exciting!	Point out bad things about your product, like you don't like something or feel it's too expensive.
Try to use as few words as possible. Keep it short!	Use long, drawn-out explanations that people won't read.
Engage your customers. Look at them and interact with them.	Let your caregiver do all the talking.
Be honest.	Make up untrue “facts” about your products.
Accept that not everyone will want to buy your product.	Get discouraged with a ‘no’!
Use a variety of pitch methods. (email, phone, door hangers, etc.)	Expect all your customers to see your pitch using just one method. Not everyone uses Facebook or reads their email.
Have fun and be prepared to learn things!	Don't give up. You've got this, Girl Scout!





Parts of a Product Pitch

- Tell people who you are! Share your first name and troop number.
- Talk briefly about your products: cookie flavors, new Exploremores
- Share how your troop plans to use the proceeds they earn.
- Tell customers about donating through Care to Share.
- Ask customers to buy and tell them how (online, at a booth, etc.).
- Thank customers, even if they don't purchase anything!



Sample Sales Pitch

Use this for emails and phone calls:



Hello! My name is _____ from Girl Scout Troop
_____. My troop is selling Girl Scout Cookies to
_____ (what is your troop doing with the
proceeds?). My goal is to learn _____ and sell
_____ to help my troop reach our goal. My favorite cookie is
_____ because _____ (talk very briefly
about your products). You can even donate cookies to the local military!
Would you like to help me and my troop reach our goals? Thank you!

More Sales Pitches

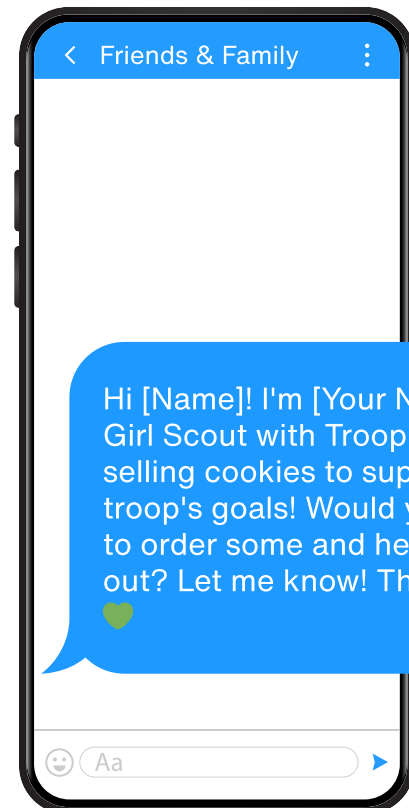
Social Media Posts



Social media is a great way to promote the cookie program!

- 13+ Only | Girl Scouts who are 13 or older, can use their social media page to share their online ordering links with friends and family.
- Under 13 | Your caregiver can post on his/her own social media to promote cookie business.
- Privacy | Posts must be private and visible only to friends and network.
 - Never post troop or girl links on public or community social media pages, such as neighborhood Facebook groups. It is OK to post an upcoming booth announcement. For example, "Troop 99045 will be at Martin's from 2-4PM on Saturday!"
 - It is unsafe to post links on Craigslist, eBay, or garage sale sites.
 - Troop numbers are best, and girl FIRST names only are also OK.
- We cannot control troops/caregivers/girls outside of our council area, but in our area we will follow the Girl Scout law.

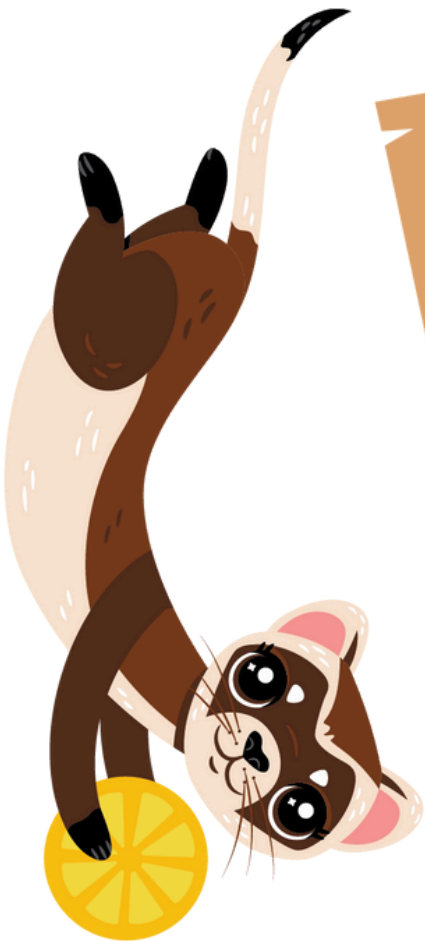
Text Message

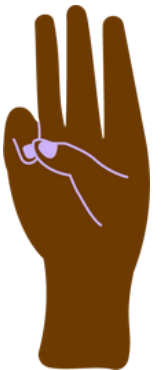


Here are some pictures to create
your own product pitches!



girl scouts 
of northern indiana-
michiana







Your Girl Scout Cookie favorites are back!



Adventurefuls®

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt



Exploremores™

Rocky road ice cream-inspired cookies filled with flavors of chocolate, marshmallow and toasted almond crème



Lemonades®

Savory slices of shortbread with a refreshingly tangy lemon flavored icing



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe



Thin Mints®

Crispy chocolate wafers dipped in a mint chocolaty coating



Peanut Butter

Patties®

Crispy cookies layered with peanut butter and covered with a chocolaty coating



Caramel deLites®

Crispy cookies topped with caramel, toasted coconut, and chocolaty stripes



**Peanut Butter
Sandwich**

Crisp and crunchy oatmeal cookies with creamy peanut butter filling



**Caramel
Chocolate Chip**

*Caramel, semi-sweet chocolate chips, and a hint of sea salt in a delicious cookie**







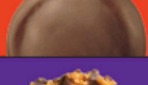


*Limited availability

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Girl Scout Cookies®

2026 Food Allergens Guide



	CONTAINS (Y) OR MANUFACTURED IN A SHARED FACILITY WITH (M)					CONTAINS				CERTIFICATIONS		
	Wheat	Soy	Milk	Peanuts	Eggs	NO High Fructose Corn Syrup	ONLY Colors from Natural Sources	NO Preservatives	NO Trans Fat	Certified Gluten Free	Made with Vegan Ingredients	Certified Kosher OU-D and Halal
 Adventurefuls®	Y	Y	M	M		Y	Y	Y	Y			Y
 Exploremores™	Y	Y	Y	Y		Y	Y		Y			Y
 Lemonades®	Y	Y	M	M		Y	Y		Y		Y	Y
 Trefoils®	Y	Y	Y	M		Y		Y	Y			Y
 Thin Mints®	Y	Y	M	M		Y	Y	Y	Y		Y	Y
 Peanut Butter Patties®	Y	Y	M	Y	M	Y		Y	Y		Y	Y
 Caramel deLites®	Y	Y	Y	M		Y			Y			Y
 Peanut Butter Sandwich	Y	Y	Y	Y		Y		Y	Y			Y
 Caramel Chocolate Chip						Y		Y	Y	Y	Y	Y

For complete nutrition facts and ingredients, visit girlscoutcookies.org
or www.abcbakers.com for more information.

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BRAVE.
FIERCE.
FUN!

100%



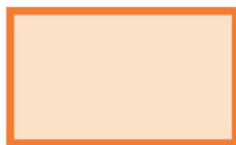
75%



50%



25%



Troop#

Girl Scout
Cookie Goal

