

NAME: _____

Words that Brand You



brandingyou

Building the Foundation

<p>Words that describe your personality</p> <p>(There's only one you, but describing you might take lots of words.)</p> <p><i>Examples: kind, honest, playful</i></p>	<p>Words that describe your talents</p> <p>(Since you're a Girl Scout, you have many skills!)</p> <p><i>Examples: singer, athlete, tech wiz</i></p>	<p>Words that describe your values</p> <p>(If there's a Gift of Caring cause or community organization you or your troop cares about, list it here.)</p> <p><i>Examples: Helping the homeless, animal lover, Girl Scouts®</i></p>
<ul style="list-style-type: none">• _____• _____• _____• _____• _____• _____• _____	<ul style="list-style-type: none">• _____• _____• _____• _____• _____• _____• _____	<ul style="list-style-type: none">• _____• _____• _____• _____• _____• _____• _____
<p> Words that describe what makes you happy </p> <p><i>Examples: being outdoors, spending time with family and friends, etc.</i></p>		
<ul style="list-style-type: none">• _____• _____• _____• _____• _____		



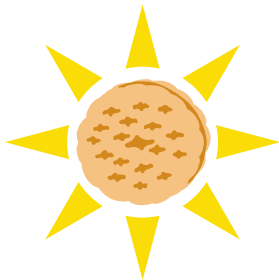
Branding Your Cookie Business

Decide on a name:

Pick a tagline, theme or a catchy hook for your sale:

Example 1

Name: Zoey's Sunshine & Cookies
Logo:



Theme: For every box of Girl Scout Cookies® you buy, I have at least three kind words.

Example 2

Name: Sofia the Singing Cookie Seller
Logo:



Theme: Buy 5 boxes of Girl Scout Cookies, and I'll sing you a song.

Example 3

Name: Emily's Got Puppy Spirit!
Logo:



Theme: Portion of proceeds goes to animal shelter-OR- Buy 2 boxes of cookies, and I'll tell you your puppy spirit animal.

Example 4

Name: Cookies for Heroes
Logo:



Theme: Buy a box for the hero in your family, or make a donation to a local hero.