





**5 Steps for a Great Cookie Season!**

**1. Set a group goal-** One of the most important lessons you can teach a girl is how to set a challenging goal and reach it. Encourage girls to set two kinds of group goals: 1) What can we do with our money to help others? 2) What can we do with our cookie money for fun and learning?

**2. Set a personal goal**- To reach a group goal, every girl must do her part. Help girls determine how many packages each needs to sell. Guide each girl in also setting a personal learning goal, such as discovering how to reach new customers or how up-selling can lead to better sale results.

**3. Have a family meeting**- When families are involved, girls succeed! Encourage girls to plan and lead a meeting that showcases their goals.

**4. Sell beyond family and friends**- Girl Scout families love cookies! But if girls plan to reach an ambitious goal, they will need to expand their circle of customers.

**5. Track progress and celebrate your success**- It’s important for girls to see their progress along the way. When girls reach their goals, be sure to celebrate all their hard work.