

Pitch Your Cookie Spot Inspiration Sheet

Here are some example ideas to spark your creativity! Use these as inspiration for your own location and pitch.

Location Idea: Downtown Dog Park

Why is this a great location? Lots of dog owners on weekends. Fun, relaxed crowd.

Who will the customers be? Dog owners, families, joggers.

How will you attract customers? Paw-print booth, dog-ear headbands, free dog biscuits with purchase.

Sales Pitch Script: Hi there! We've got the perfect treats for you and your four-legged friend. With every box of Girl Scout Cookies you buy today, your pup gets a free dog biscuit! And just like your dog, these cookies will make you wag your tail. Which flavor should we pack up for you today?

Location Idea: Community Theater – School Plays

Why is this a great location? Audience waiting before the show and during intermission.

Who will the customers be? Adults, families, groups of friends.

How will you attract customers? Sparkly outfits, sign: 'Cookies Take Center Stage Tonight!', intermission specials.

Sales Pitch Script: Ladies and gentlemen, before the curtain rises, why not enjoy the show with America's favorite cookies? We've got Thin Mints, Caramel deLites, and more—all ready for you to take to your seat. Make this night a standing ovation for your taste buds!

Location Idea: Farmers' Market Saturday Morning

Why is this a great location? Shoppers looking for unique, local items.

Who will the customers be? Families, foodies, community shoppers.

How will you attract customers? Rustic table with baskets, aprons with cookie slogans, mini crumb samples.

Sales Pitch Script: Fresh from the oven... well, almost! Girl Scout Cookies are here for a limited time only. You'll leave the market today with farm-fresh veggies and a box of happiness. Which flavor will make it home with you?

Location Idea: Ice Skating Rink

Why is this a great location? Families and friends looking for cozy treats after skating.

Who will the customers be? Skaters, parents, kids taking breaks.

How will you attract customers? Scarves, mittens, troop hats, sign: 'Warm Up with Girl Scout Cookies!', cocoa add-on.

Sales Pitch Script: Brrr! It's cold out there—good thing we've got cookies to warm your heart. Take a break from the ice and enjoy your favorite Girl Scout flavor with a cup of cocoa. Which box will you take home to enjoy by the fire?