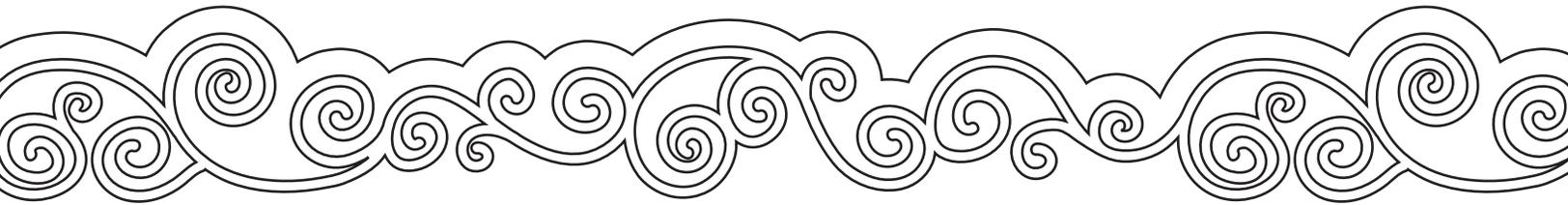


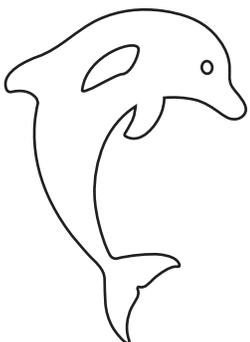
# Entrepreneur Extraordinaire Workbook

**Girl Scout Cookie Program 2023**



Complete this workbook in its entirety and submit to GSCB by 11:59PM on  
March 12th, 2023 to be entered to win the GIANT Dolphin plush!

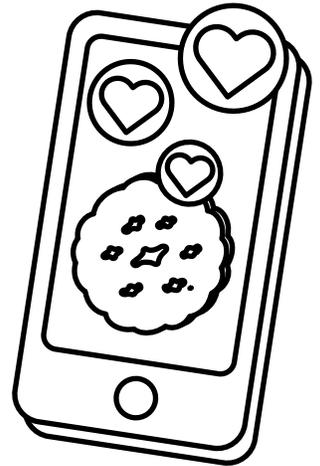
[SUBMIT HERE](#) or scan below



### Cookie Email Mad-Lib Part 1

Without peeking...Write down any word you want in the blanks, as long as it fits the description (a noun, verb, adjective, etc.). Then, enter your answers into the Mad-Lib on page 5.

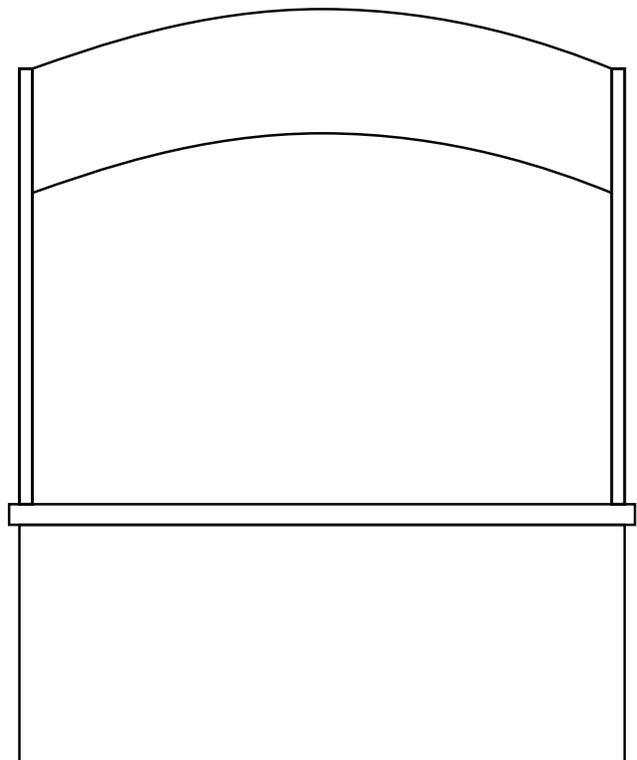
FAMILY MEMBERS NAME: \_\_\_\_\_  
SEASON: \_\_\_\_\_  
NUMBER: \_\_\_\_\_  
ADJECTIVE: \_\_\_\_\_  
PLACE: \_\_\_\_\_  
NAME: \_\_\_\_\_  
ADJECTIVE: \_\_\_\_\_  
NOUN: \_\_\_\_\_  
NOUN: \_\_\_\_\_  
ANIMAL(PLURAL): \_\_\_\_\_  
FRUIT: \_\_\_\_\_  
VERB: \_\_\_\_\_  
ADJECTIVE ENDING IN "EST": \_\_\_\_\_  
NUMBER: \_\_\_\_\_  
NUMBER: \_\_\_\_\_  
VERB ENDING IN "ING": \_\_\_\_\_  
NOUN: \_\_\_\_\_  
YOUR NAME: \_\_\_\_\_



### Decorate your Cookie Booth

A Cookie Booth that WOWs the customers is bound to be successful! Use the blank booth to decorate however you wish. What your customers might want to know:

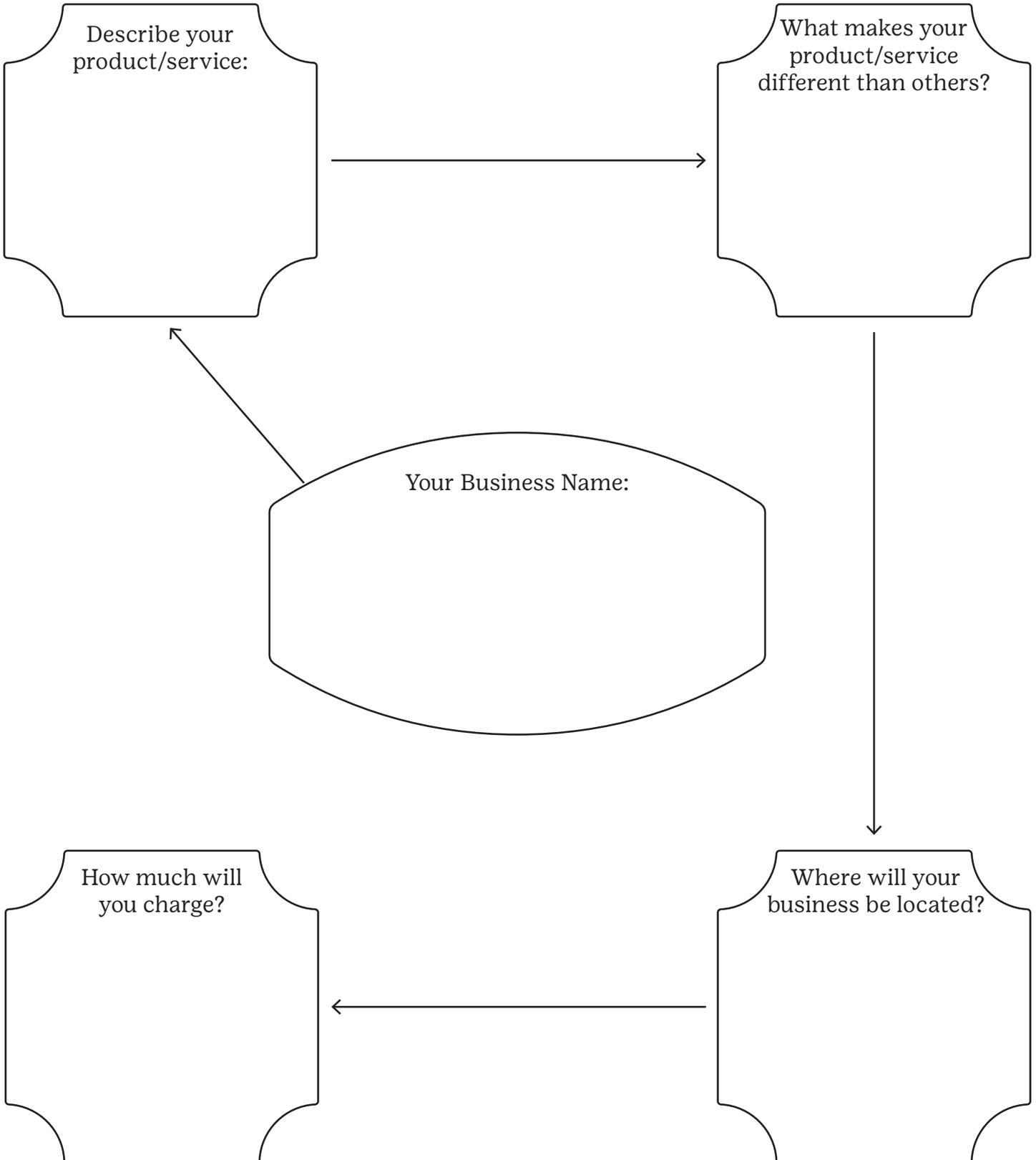
- Cookie Flavors
- Prices
- Your Goals
- Donation options



# Build a Business

The entrepreneurial skills you learn through the Cookie Program can help set you up for success in real life business scenarios. Whether you work in sales, become an accountant or financial advisor, or start your own business - entrepreneurial know-how is key! For this activity, we challenge you to think beyond the Girl Scout Cookie Program to your next big business venture.

Put yourself in the shoes of someone starting their own business, then build it!



## Build a Business Pt. 2

You have the idea, now it's time to get logistical by putting together your business plan.

Business Name: \_\_\_\_\_

Description of products/services provided: \_\_\_\_\_

Target Customer (Circle All That Apply):

Basic Demographics: Adults | Seniors (65+) | Children | Teenagers | Babies | Men | Women

Can you get more specific? (Examples: People with pets, Teachers, People who like camping, etc.) \_\_\_\_\_

Business Location (Circle All that Apply):

Storefront | Virtual/Online | Mobile (Truck or Van) | Warehouse | Other

If other, please specify: \_\_\_\_\_

\*Junior - Ambassador Level Activity

List of Materials Needed:	Cost Per Item:	X	Number of Items Needed:	=	Total Expenses:	
Ex: Dog Shampoo	\$ 5.00	X	10	=	\$ 50.00	+
_____	\$ _____	X	_____	=	\$ _____	+
_____	\$ _____	X	_____	=	\$ _____	+
_____	\$ _____	X	_____	=	\$ _____	+
_____	\$ _____	X	_____	=	\$ _____	+
_____	\$ _____	X	_____	=	\$ _____	+
					=	=
					\$ _____	

Price of your product or service: \$ \_\_\_\_\_ X Number You Expect to Sell: \_\_\_\_\_

=

Expected Income: \$ \_\_\_\_\_

Total Expenses:

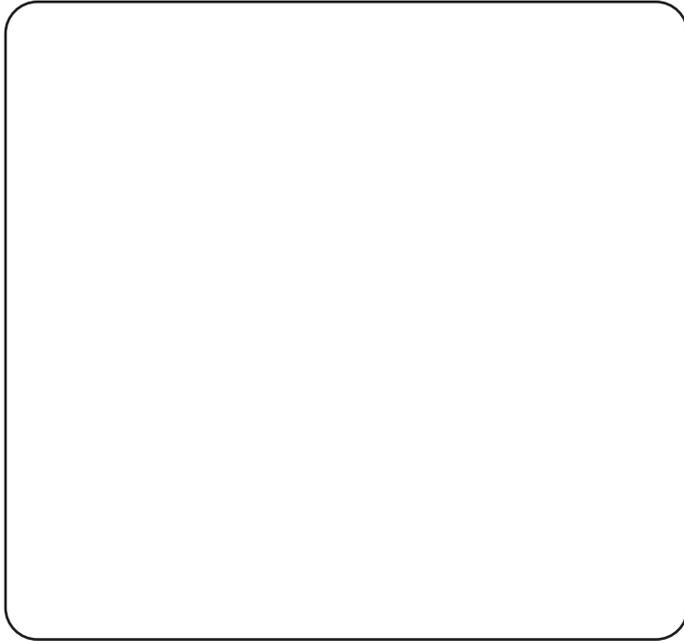
Expected Income: \$ \_\_\_\_\_ - \$ \_\_\_\_\_

=

Your Expected Profit: \$ \_\_\_\_\_

## Build a Business Pt. 3

Does a great business idea and plan matter if no one knows about it? Lucky you don't have to find out because you have something up your sleeve - awesome sales and marketing skills!



### Draw Your Business Logo

Characteristics of a good logo:

- Simple - Don't overdo it! A complex logo will distract your customers from the most important aspect of your business, your product/service!
- Relevant - Your logo should represent your business in some way. For example, if you are providing a pet grooming service, you may have an animal or paw print in your logo.
- Eye-catching - You want customers to remember your logo. Make it interesting and memorable.
- Unique - You don't want your customers to confuse your logo with another, especially not your competition!

### Plan an Advertisement

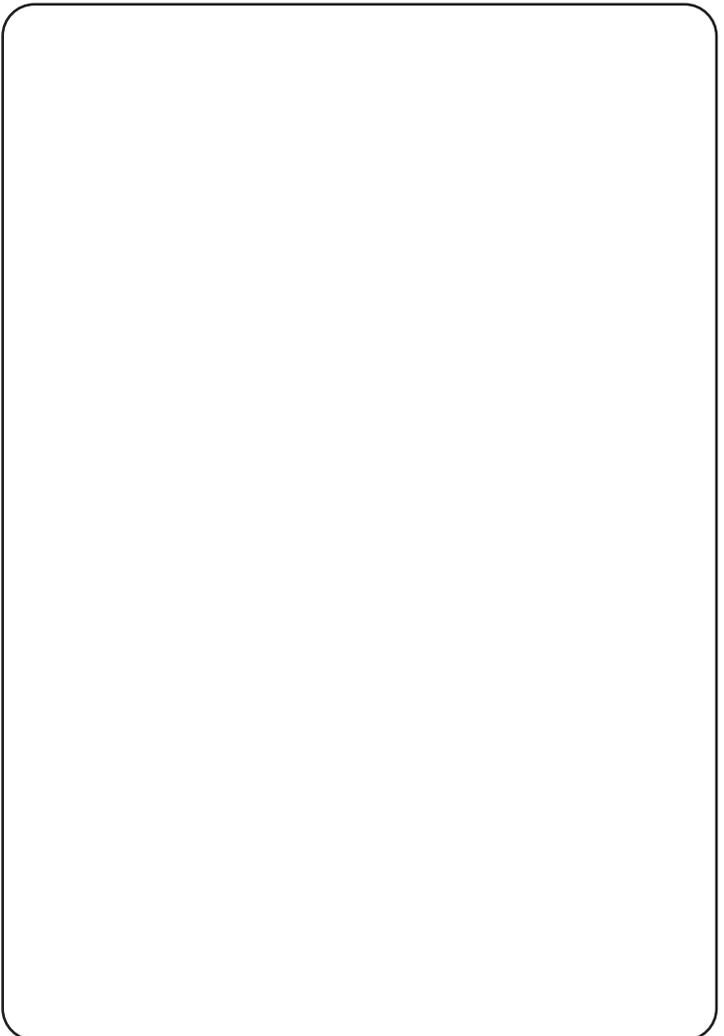
What your customers want to know:

- Name of your product/service
- What your product/service is
- Why they should buy it
- What makes it different/better than others
- How much does it cost
- When is it available
- Where is it available

How can you answer the above questions in as little words as possible? Advertisements don't have a lot of space! Can you draw anything out instead? Try it out →

What kind of advertisement will it be? Think about one of these examples or come up with something creative on your own:

- Newspaper or magazine ad
- TV or radio commercial
- Youtube Ad
- Facebook or Instagram Ad
- Text Message Ad
- Email
- Flyer
- Billboard
- Other: \_\_\_\_\_



## Cookie Email Mad-Lib Part 2

Using your list from page 1, enter your answers into the Mad-Lib below and then read aloud your cookie email. Think you'll be getting any orders from this one?

Dear \_\_\_\_\_,  
FAMILY MEMBERS NAME

It's that time of year again - \_\_\_\_\_ ! Since you ordered \_\_\_\_\_  
SEASON NUMBER

boxes last year, I thought you might be interested in ordering again. I would be so

\_\_\_\_\_ if you did! This year, my troop is planning to use our cookie money to go to  
ADJECTIVE

\_\_\_\_\_. I can't wait! My little brother, \_\_\_\_\_, wants to go too  
PLACE NAME

but I don't want him to because he can be so \_\_\_\_\_. If I reach my goal, I'll also earn a  
ADJECTIVE

\_\_\_\_\_ and a \_\_\_\_\_ with \_\_\_\_\_ on it.  
NOUN NOUN ANIMAL (PLURAL)

Big news! We have a new cookie this year called \_\_\_\_\_ Rally! I think you're going to  
FRUIT

\_\_\_\_\_ it. All of my customers who have tried it so far say it's the \_\_\_\_\_  
VERB ADJECTIVE ENDING IN "EST"

cookie we have. It costs \$ \_\_\_\_\_ a box, and its only available in limited quantities so maybe you  
NUMBER

should order \_\_\_\_\_, just in case!  
NUMBER

Thanks so much for \_\_\_\_\_ Girl Scout cookies! Your support means the \_\_\_\_\_ to  
VERB ENDING IN "ING" NOUN

me.

Sincerely,

\_\_\_\_\_  
YOUR NAME

Can you create at least 8 words from the letters of

**ENTREPRENEUR?**

_____	_____
_____	_____
_____	_____
_____	_____

Example: RENT

**Across:**

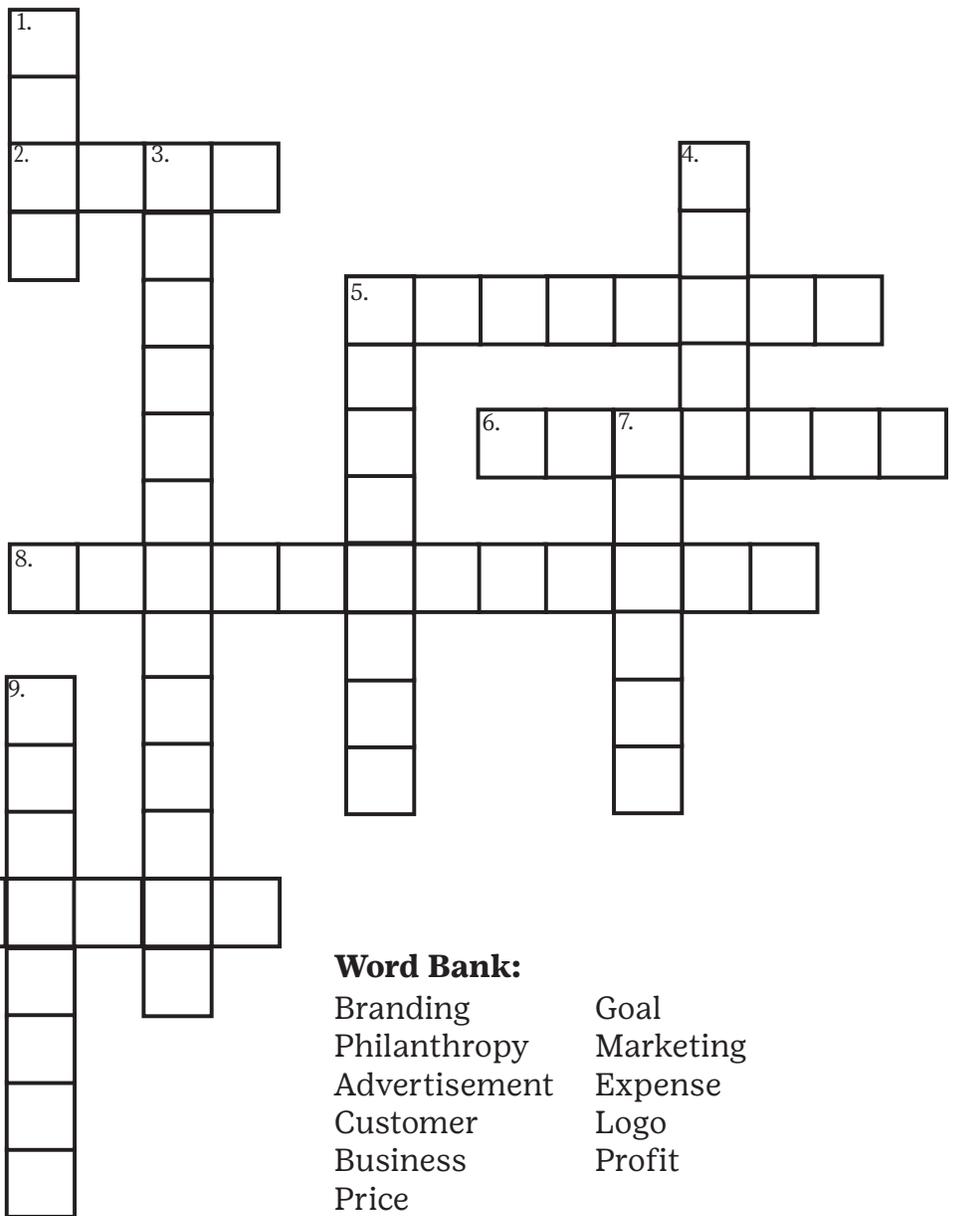
- 2. The object of a persons ambitions or efforts
- 5. Promotion of a product or company through a distinctive design
- 6. A cost that businesses incur in running their operations
- 8. Donation of money to good causes
- 10. Action of promoting or selling products or services

**Down:**

- 1. A symbol adopted to represent a company or business, or its products/services
- 3. A published public notice of something (Ex: Commercial)
- 4. The cost of a product or service
- 5. Commercial or industrial activity or enterprise



- 7. A financial gain, usually calculated by the difference between amount earned and amount spent
- 9. Someone who purchases a product or service

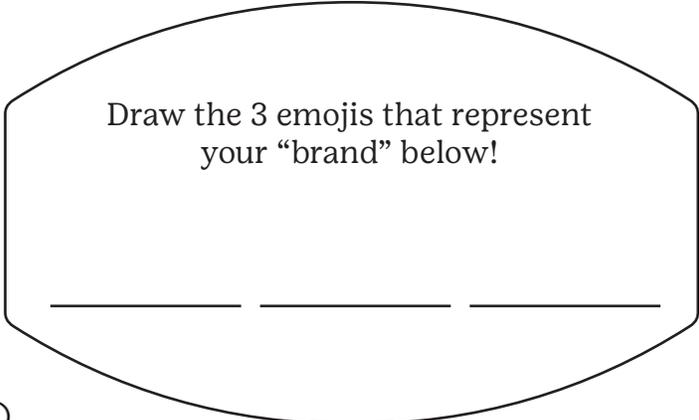


**Word Bank:**

- Branding
- Philanthropy
- Advertisement
- Customer
- Business
- Price
- Goal
- Marketing
- Expense
- Logo
- Profit

**What is your Emoji brand?**

Businesses and companies are known by their “brand”. Brands help people stand out against their competition. Your brand can also represent your reputation. If you have a hankering for potato chips, you might head to store and look for “Lays” or “Doritos”. You’ll recognize the brand through their logo, colors, images, fonts, etc. If you were to create a brand that represents YOU, using only emojis, what would it look like?



C F F Q G V H I F C F F Q G W L I F C F F Q E P J O R K P F S  
 A F E U D O E U H A I E U D A S U H A O E U G W H I I F J J S D  
 L L H W U A K R X U U H W C A K B I U U N W D O S U M J S A K F  
 I E F I S P U E S I A F I S P O E A I A F F Z A K B O A H S S F J  
 U X I Y I W W V E A E H Y I W Q V E C E I Y I P U E T S D D J H S  
 F I U E W U E O U F T U E W U E O U F W U E I D W V I D Q S D S H  
 E B A O K N R I W E H I O K N R I W E H C O W U E O V L K F D S S D  
 I I S J C F U U H I F S L Q F M E H I B S J K N R N A K F F S D K  
 O L H A Z M S E F O B H A I M B E F O B H A Q F U U T J L S D K J  
 W I F H R S S Y H W R I S K T A K E R H F H N M S E I F J D K J  
 A T K D I L S A A A C K D S L Y A V A C K D Z S S Y O L A F J F B  
 U Y S K O A S H I U D S K A A S H I U D S K S L C A N S S S D B S  
 R J A A U O S I W R J A A L O S I W R J A I A A S H H A O F F S D  
 I K J J S W D U U I K J J S W D U U I K J J N O S I F K F F S D  
 E A H W P C B R H W A H S P R K E H E L H S S T D E I D W D S D R  
 P U F H L E J Y C R E A T I V I T Y O U F H P U E E D J J S R E  
 W F A D I H H W K W F A D I H H W K W F A D L E J G S F L K E L  
 I E K Q E O F I L Y I K Q E O F I L B I K Q I H H W R W B O L I  
 H W S W B R K U W H W S W B R K U W H W S W E O F I H I L S I  
 F E J U A P H E K F E J U A P H E K F E J U B R K C Q K T P A B  
 S U D I B W E A W S U D Y B W E A W S U D Y A P H E F L I Y B L  
 K H F N D I I F O K H Q E D I I F O K H F E I W E A D H F S L E  
 J F H N J W U H W J F H H J W U R W J F H H N I I F K D J L E  
 Y U A O W U E K J Y U A F W U E K J Y X A F G W U H S F K K F D  
 D R I V E W J A W D N I P X K J A W D N I K E U E K A K A F F A  
 F C U A W H X J H E C V F A H X J H F C Q F N W J A J D S J A S  
 U D H T H D Y X S U D H M H S Y S S U D H I U H X J H A D A S D  
 T U B O A I O D B C U N U A I S D B C U B U I D Y S F J F S S D  
 B I J R B O W H D B O J E B O W I D B I J E T I E D I S H S D J  
 A A K Y D U O F J I A K Y D U O F O A A K Y Y O W H X H J D J F  
 K Z A T K Y I D S K E O T K Y I D J N E A T K U O F W F A F F D  
 F K H Y J B U I F F K H Y J B U S F F K H Y J Y I D U A O S A  
 Y Y S U H V C A H Y Y S U H V E A H Y Y S U H B U S E I I S A  
 H F U G S E O K D H F U G S N O K D H F U G S V E A H U E H S  
 Y H D W D C R J N Y H D W D C R J N Y H D W D N O K R A R J L  
 F U F E Q M P F S F U F E Q M P F S F U F E Q C R J O W E D K F  
 Q I H J W X D H S A I H J W X D H S A I H J W M P F I E S K F  
 G W A V J J M W K G W A V J J M W K G W A V J X D H U Y I J J  
 H C B B H S C A D H P R O B L E M S O L V E R J M W R R L H A S  
 D A C S G Z M E J D A C S G Z M E J D A C S G S C A O I I S S L  
 I K A K Q A M I D I K A K Q A M I D I K A K Q Z M E Q U E K L K  
 U J K D W T X K N U J K D W T X K N V I S I O N M I I W N J K D  
 E H L J H Y S F Y E H L J H Y S F Y E N L J H T X K W A T H S  
 Y F S L E A D E R Y F S H W X P J E B F S T E Y S F L Y D S

**Traits of an Entrepreneur**

Motivation  
 Decision Maker  
 Confident  
 Integrity  
 Risk Taker

Vision  
 Drive  
 Leader  
 Reliable  
 Ethical

Passion  
 Creativity  
 Innovator  
 Versatility  
 Problem Solver

Flexibility  
 Resilient  
 Ingenuity

# Budgeting Board Game

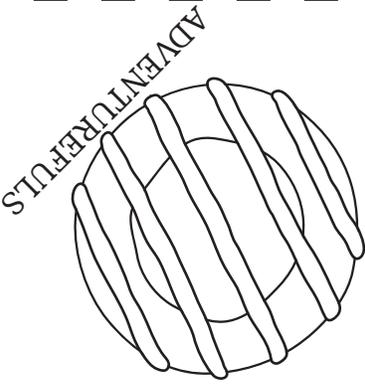
A great entrepreneur makes savvy financial decisions in order to increase their profits. However, sometimes unexpected bumps in the road come up and cost - Can your budget handle it? Color and cut out the fortune teller on the next page, then use it to play the game below. Did your business survive by the end or did you run out of money to keep it going?

You will need a die and a pen/paper to keep track of your money. For each turn, roll the die to see how many spaces you should move.

 <p>You get an initial investment in your business. + \$3,000.00</p>		<p>Play the fortune teller. Collect or lose the indicated amount of money.</p>	<p>Play the fortune teller. Collect or lose the indicated amount of money.</p>	
<p>You plan a grand opening event. - \$500.00</p>	<p>Your grand opening event is more successful than you planned! + \$700.00</p>		<p>Play the fortune teller. Collect or lose the indicated amount of money.</p>	<p>You have to pay taxes. - \$100.00</p>
<p>Play the fortune teller. Collect or lose the indicated amount of money.</p>	<p><b>Choice:</b> Don't buy a wet floor sign. Roll the die - 1-3 means someone slipped &amp; you -\$1,000.00, 4-6 means no one slipped &amp; you + \$100.00 <b>OR</b> Buy the sign. - \$100.00</p>		<p>You hire two new marketing staff. - \$1,000.00</p>	<p>Your new marketing staff bring in new customers. + \$2,000.00</p>
	<p>Play the fortune teller. Collect or lose the indicated amount of money.</p>	<p>You have a successful holiday sale. + \$700.00</p>	<p>Play the fortune teller. Collect or lose the indicated amount of money.</p>	<p><b>Choice:</b> Run an advertising campaign. Roll the die - 1-3 was unsuccessful and you -\$200.00, 4-6 was successful and you + \$500.00 <b>OR</b> Do nothing.</p>
<p>Bad weather causes a power outage. You have to shut down for 2 days. - \$700.00</p>	<p>Play the fortune teller. Collect or lose the indicated amount of money.</p>		<p>A newspaper writes an article about your business, bringing in new customers. + \$800.00</p>	<p>Play the fortune teller. Collect or lose the indicated amount of money.</p>

How much money did you end up with at the end of the game? \_\_\_\_\_



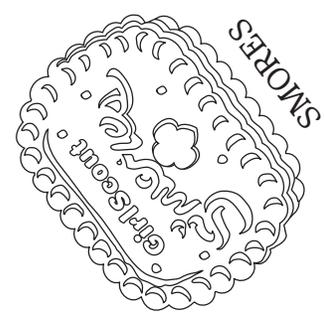


**1**

**Your appliances need maintenance.**  
- \$ 800.00

**2**

**You win \$50.00 in a Girl Scout Cookie eating competition.**  
+ \$50.00



**3**

**Your business gets 5 star ratings on Yelp, bringing in more customers.**  
+ \$500.00

**8**

**You find a more affordable supplier for materials.**  
+ \$300.00

**Your entire staff gets the flu and can't come to work, causing you to shut down for 3 days.**  
- \$1,350.00

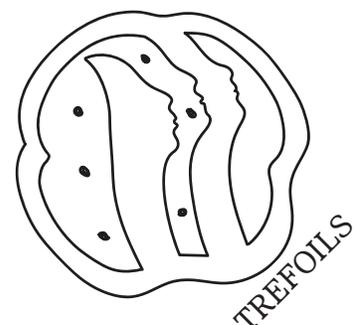
**A Girl Scout comes by and asks you to buy cookies.**  
- \$25.00

**4**

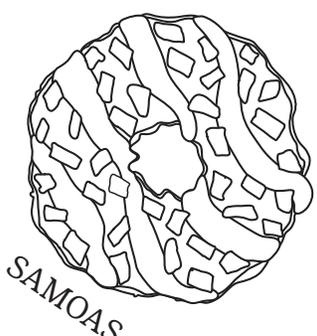
**An Instagram "influencer" shares your business.**  
+ \$1,000.00

**7**

**You buy lunch for your staff.**  
- \$75.00



**5**



**9**

**HOW TO FOLD:**

1. Print page and cut along the dotted line at the bottom so you have a square.
2. Color it in
3. With the colored side facing down, fold the paper diagonally, making a triangle.
4. Fold it in half to make a smaller triangle.
5. Unfold. You should have creases in the shape of an X.
6. Fold each corner towards the center of the X, making a smaller square.
7. Flip it over and fold the corners to the center of the X again.

8. Fold the square in half horizontally, making a rectangle. Unfold and repeat in the opposite direction. Unfold.
9. Fold in half horizontally again. Place your fingers under each corner slit and gently bring the points together in the middle.

**HOW TO PLAY:**

1. Hold the fortune teller with your fingers.
2. Pick a cookie. Spell out the letters of that cookie (i.e. S-M-O-R-E-S) while alternating a pinching and pulling motion with the teller.
3. The teller will reveal 4 numbers. Pick one and move the teller the corresponding number of times.
4. Choose a number again, then open the flap and reveal your good or bad luck!