



🌸 Hello, Girl Scout!

It's me, YOUR HONORARY CANINE TROOP MEMBER! I'm writing to share suggestions on how to sell Girl Scout-Themed Mini BarkBoxes. Please sell a lot of them, so all of my dog friends can get these amazing squeaky dog berets!

girl scouts

BARK



## PRODUCT OVERVIEW



### Pose and Play Beret

Girl Scouts always like to be prepared and this beret is prepared to be a squeaky toy, a flying disk, or a wearable hat for honorary canine troop members.



### Playful Pup Patches

Girl Scouts earn badges by learning new skills to help animals in their community. The Mini BarkBox includes paper Pup Patches your dog can earn for learning new tricks.



### Berry Trios™

It's not a troop meeting without snacks and skill building! These soft berry treats are packed with real fruit and wholesome grains. Tear them into smaller pieces for teaching your pup new skills, or sharing with dog friends.



## SIMPLE INSTRUCTIONS

SO EASY, EVEN A SQUIRREL COULD FOLLOW THEM.

STEP  
1

Write down the names of friends and family you'd like to invite to support your Girl Scout goals.

STEP  
3

Create a sales messaging plan for each person you wrote down on your list.

STEP  
2

Write down a personal statement about your Girl Scout goals.

Make sure to explain how your family and friends' support will help you reach your goals. For example, if I were writing it, I would say something like, "My goals are to get lots of treats and squeaky toys for my friends and I. So, please support this goal by buying us treats and squeaky toys!" You can also draw a picture as a personal statement.

This is how you're going to bark at – I mean talk to – your friends and family. Here's one way to ask: Would you like to support me reaching my goal by buying your dog a Girl Scout-Themed Mini BarkBox?



## NOW, HERE ARE SOME TOOLS TO HELP YOU:



Send a text to your family and friends with a photo or gif, and one of the sample messages.



Share a photo with one of the sample social media posts (with your adult's permission).



Send an email using the personal statement you wrote in step 2. Make sure to follow up a week before the program ends!



Host a video meeting to explain what's so awesome about the Girl Scout-Themed Mini BarkBox.

Use the provided video meeting background to make your meeting extra cool.