



Tips for Sellers



SIMPLE INSTRUCTIONS

- 1 MAKE A LIST:** Write down the names of friends and family you'd like to invite to support your Girl Scout goals. Include names, emails, and phone numbers.
- 2 PERSONAL STATEMENT:** Write down a personal statement about your Girl Scout goals. Make sure you explain how your family and friends' support will help you reach your goals. Also know what your troop plans to do with money earned through the Fall Product Program.

Example: My goal is to sell XXX items to earn the XXXX reward. By doing this, I also earn money for my troop. My troop plans to use our money for XXXX.

- 3 CREATE PERSONAL MESSAGES:** Create a sales messaging plan for each person on your list from step 1. This is how you will talk to your friends and family.
Example: Would you like to support me reaching my goal by purchasing candy, nuts, or a magazine subscription? I also have a selection of personalized items that make great holiday gifts. Here is my link [INSERT PERSONALIZED LINK].

HOW TO UTILIZE MESSAGES

- 1** Send a text to your family and friends with a photo of your favorite item and one of your sample messages. Include your personalized link.
- 2** Send emails through M2 using the personal statement you wrote in step 2. You can follow-up before the program ends.
- 3** Use a photo of your favorite items or download the graphic from gs-top.org/fallproduct to share on social media with your personalized link.
- 4** Create a video to share with family and friends personally asking them to support you. Use your personal messages.