



 Hello Girl Scout!

It's me, YOUR HONORARY CANINE TROOP MEMBER! I'm writing to share suggestions on how to sell Girl Scout-Themed BarkBox mini boxes. Please sell a lot of them, so all of my dog friends can get these amazing toys and treats!

girl scouts 

BARK 



PRODUCT OVERVIEW



Yip Yip Beret Box

It's time for your dog to join our troop! This adorable kit comes with a squeaky beret that dogs can wear, chomp, and fetch. This kit also includes delicious berry treats and special training activities!



S'More The Merrier

What's better than a stick? A stick with a marshmallow! Your dog will be a happy scamper with the squeaky, crinkly, marshmallow-y toy in this box. This kit also includes delicious berry treats and special training activities!



Pup Patches & S'More!

It's like a Girl Scout camping trip in a box! Toss your dog the crinkly S'More Stick and then reward them with the squeaky Pup Patches for all the good they do in the community. This kit also includes delicious berry treats and special training activities!



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
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.

STEP
3

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

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 reach 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.



Use 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 one of the provided video meeting backgrounds to make your meeting extra cool.