

Compel When You Tell

A marketing plan helps you turn your ideas into actions, and part of that plan is figuring out what you want to say to people to persuade them to support you. (In this case, by buying magazines.) Selling your ideas to get cooperation from others means telling them exactly why they should buy from you. And nothing's more persuasive than a good story. What's yours? What's your troop's?

Get started by filling in the blanks to see what kind of story you get!

I decided I wanted _____

Every week I would _____

so that _____

would happen. _____

But then one day _____

Because of that, _____ happened.

And then, one day because of that _____ happened.

Finally, _____

Since then _____

Here's an example:

I decided I wanted **to organize a literacy program for little kids because when I volunteered at the library I saw that they were too shy to read aloud.** Every week I **tried, without much success, to help them learn to read aloud so that they would do better in school.** But then one day **I was nervous about a school presentation so I sat down in front of my dog and read my notes to her.** Because of that **I felt so much better.** And then, one day because of that **I asked my neighbor who trains therapy dogs to bring one to the library to help me with the children.** Finally, **I saw the kids relax and start reading aloud to the dog who was their only audience.** Since then **I've decided to expand the program to other libraries but I need the proceeds of this magazine sale to do that.**

Think of different media for communicating your story. You might tell your story face-to-face to one person or to a group. You might use photographs, videos, voice recordings, posters...let your imagination soar!

I will tell my story like this _____

I've Got a Bone to Pick with This Ad

Hey, advertising guru! Below is an ad that needs a lot of help. Take a look at the ad and then talk about the best way to approach customers and then come up with your own—improved—ad. Use words, colors, fonts, and pictures to attract and inform buyers, or you can come up with another way altogether to promote your magazine sale—like a singing video or a short, sweet post to your friends and family on social media! YOn a separate piece of paper, you might want to come up with two or three different ads to appeal to different buyers.

1

HEY YOU!

By magazines from US cuz our magazines make you smarter and rich, plus we need money for cool stuff!

Don't know what we're gonna do with it yet, but can you help us out until we do?



2

You don;t have any reason not to buy from us, duh, so you might as well right?

Waitin' to here from ya.

**Contact us at: rusty.dog@whoofofmail.com
or call GiveMeMoreOrElse**





Which Way Is Your Way?

Why do people buy magazines from Girl Scouts? They may buy magazines from many places and from many people, but they choose to buy from you and your friends because you are a Girl Scout. When you sell magazines to people, they know the money you earn will go to a good cause. Their purchase will help you become the strong, smart, honest, and great leader your community needs.

You may be outgoing or shy, a math whiz or artist, athlete or debater—or all of these things at different times—but whatever your bag of personality traits is filled with, your experience in Girl Scouts will help you lead. So, what would you do in the situation described below? Discuss the options with your team.

1. Your cousin said she'd buy three magazine subscriptions from you, your choice, you know what she likes but they must fit her budget because she is saving for a new car for work.

You:

- Carefully choose a “combo” of three magazines on topics she’s crazy about and that are offered by QSP for the very best price.
- Quickly order five magazines, not looking at the prices, because you know she won’t complain and you figure she only has to work two or three hours more to cover the cost.

2. You get to your sales booth early and a customer comes by with a huge order. Yay! Ah, wait. You promised your buddy you’d wait for her to start, but the customer can’t stick around.

You:

- Take the order and hide the paperwork so your buddy won’t know you’re getting all the credit for it.
- Take the order and tell your buddy when she gets there. Then let her take the rest of the orders that day until she is even with your whopper order.

3. You volunteer to paint faces for \$1.00 per person at a fundraiser for a dog shelter. You have a choice of paints: cheaper paints that could cause skin irritations and be hard to remove, or more expensive nontoxic paints.

- Pretend not to notice the ingredients and buy the cheaper paints so your team can make more money.
- Buy the more expensive paint, knowing you’ll have to paint more faces and stay longer at the fundraiser than you planned.

No Hocus-Pocus When You Focus

Take a ten-minute break from the distractions in your life—especially text messages, emails, social media updates, television, and your mental to-do list—and focus on just one task. For ten minutes don’t do anything except focus on the task you’ve chosen. Seriously, no task-switching!

I focused on: _____

Start time: _____ End time: _____

You did it! Congrats!

Now think of a time every day when you can stop all the multitasking in order to concentrate your attention on one thing. Some people set their smartphone timers to go off at the same time every day to remind them to set aside distractions and focus on one thing. Try it. Whatever you’re doing gets your undivided attention right then, right there.

I will set my clock for _____ every day.

Good leaders are people who know how to give their undivided attention to each task they do. They’re effective because they’ve learned how to focus on longer-term important tasks like planning for the future, but also be able to shift their focus when unexpected urgent tasks pop up.

And guess what? Once you learn to focus, life gets remarkably easier. Take this magazine sale, for instance. Instead of writing the names of potential customers on sticky notes you forget somewhere because you were texting three friends while you were writing the names, make sure each potential customer is noted in the same place, all the time, even if it takes longer. Still want to text those three friends? Set aside a definite time slot, with a beginning and end, to communicate with them. Try it, and then write your results below.

Because I focused on this important issue:

I probably avoided this urgent issue:

If you’re passionate about making the world a better place—and working together with other girls to make big changes—check out the It’s Your World—Change It! Leadership Journey for Seniors and Ambassadors.