



“Do something today that improves your tomorrow!”

Girl Scout Cookie Strategy

By Michael F. White

Who doesn't love Girl Scout Cookies? Many years ago I used the love of Girl Scout Cookies to build a relationship with a major Realtor® referral partner. She was a significant producer in my market and everyone wanted her business. I needed a way to stand out and differentiate myself from everyone else. I overheard her once say her favorite things in the world were Samoa's and Thin Mints and she missed this year's cookie drive and was disappointed she didn't order any.

I quickly called an agent of mine whose daughter was in the Girl Scouts and asked how I could order cookies. It took a little doing, but I was able to secure a case of each cookie. Every Wednesday morning I would wrap a box of cookies and drive to her office. I would just go to her desk and leave the cookies. Week after week I made the trip until finally she called and set an appointment to talk. We became good friends and she was one of my best referral partners!

So here is a modern day spin on that strategy. When the cookie drive comes around, buy a bunch of cookies and share them around town. Realtors®, attorneys, financial planners, and accountants are all solid targets. Just print up a small card with your contact information and use one of the sayings below about each of the different cookie styles, or use your own! The important point is, get out and share the cookies!

Use Girl Scout Cookies as a marketing tool with your clients and referral partners by creating message stickers for each box with a different saying.

“We would love “Samoa” of your business”

“We are “Rah-Rah Raisin” to our next on time closing”

“Don't be “Short-bread” for you closing”

“We would love to “Tagalong” to your next Open House”

“A hassle free transaction makes “Savannah Smiles”

“Do-si-dos” or do-si-don't, know for sure with our full doc pre-approval”



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“Our clients think our process is fantastic, just like “Toffee-tastic”

“Our client reviews are as refreshing as the taste of these “Thin Mints”

“We share these “lemonades”, because we get deals made!”

“Trio’s from me are like our loans, gluten free!”

Don’t be afraid to have some fun and get in front of people you have never met before. Sharing some cookies is something you can do today, that will help you improve your tomorrow!