

P & L

Complete the five steps to earn your P & L Badge.

1. **Find out more about business ethics:** Check out this [video](#) to learn more about the importance of business ethics in establishing a successful business.
2. **Create your own cookie promise:** The cookie promise is an essential part of a successful cookie sale. Review the cookie promise and use it as a foundation to create your own cookie promise.
3. **Pass on your customer list:** Loyal customers are an essential part of the success of a business. In order for a business to continue to grow it needs to show appreciation for its customers. Develop a list of those you serve through the cookie sale and identify three ways that you could give back to and thank your customers for their continued support.
4. **Teach younger Girl Scouts about the business ethics of the cookie sale:** Create a short video or interactive presentation to teach younger Girl Scouts about the importance of good business ethics. Remember to make it fun and educational!
5. **Leave a legacy:** A legacy is a positive way to make a contribution to future generations. Think about what you can do now to leave a positive legacy for younger Girl Scouts.