



The Why of **the Buy**

Ever wonder why animals—like deer that leave their fawns alone in grassy woodland spots—do what they do? Is it innate and just something they feel? Is it because they watched someone else, like their mothers, do the same thing? One thing is sure, they didn't read about it the way you and your magazine customers can read about topics that you want to know more about.

How do you sell more magazines? Get into your customers' heads by considering why each one does what they do. Why does your cousin Shonda love to tinker with motors? Is it the purr of the engine or what she can do with the motor once it's up and running? Why does your neighbor plant tomatoes every year? Does he love pasta with garden-fresh tomato sauce or just get a kick out of seeing plants grow? Chances are your customers do things for more than one reason. And guess what? They may not even know the reasons themselves. So, observe them, and then try to think of magazines that might help them enjoy what they do even more by increasing their knowledge.

On the line next to each magazine, list a reason why someone would want to read it.

Magazine	Reason to Read It
Outdoor Life	_____
Discover	_____
FamilyFun	_____
Money	_____
InStyle	_____
National Parks	_____
Ask	

Now that you've got the hang of it, make your own list of potential customers with the names of magazines you think they'd like.

Get started with three:

Customer	Magazine I Think They'd Like
1. _____	_____
2. _____	_____
3. _____	_____

In My Shoes, *In Your Shoes*

Check the boxes that describe what smart, ethical shoppers and sellers do and how they behave during a sales transaction.

I'm buying, so I will:

- Ask questions about what the seller is offering to make sure it's what I really want.
- Pretend I've changed my mind and walk away so they'll lower their price.
- Return an item I broke in the packaging it came in without telling them it's broken.
- Ask them to do more work for me, then pay them only for what we originally agreed on.

I'm selling, so I will:

- Lower the price at first, and then tell them I only have the higher-priced version available.
- Show them and charge them for the new, more expensive model but give them the older, cheaper one.
- Agree to spend a certain number of hours working for them, but spend most of my time on my cell phone.

If you want to put your ideas into action, role-play. Think of a product or service you would like to sell or buy—fancy sneakers, babysitting services, bottles of water, computer repairs, cat food, magazines, an online service. You could even sell wildlife rescue services running drones to detect young deer in agricultural fields where they hide but are in danger from large agricultural machines whose operators don't see them. Anything, really. You could design a sign that says "Seller" and another with "Customer" and attach it to a T-shirt or a hat. If you're a "seller," then talk to a "customer," and after you've come to an agreement (or not!), switch roles.

How do you like to be treated when you're the customer? When you're selling? What did you learn?

Good entrepreneurs are truthful and fair, even when it's not easy to be and that's what Girl Scouts are!
Now that you're all warmed up, leap into your magazine sale!

Hot Magazine-Selling Tips for Girl Scout Entrepreneurs

Magazines—whether print or online—can explore topics more deeply than other media.

Most magazine stories are checked and double-checked for accuracy.

Print magazines don't require a screen and they give tired eyes a break from phones, computers, and other electronic devices.

Travelers or commuters who are afraid their electronics may end up uncharged can depend on print magazines—they're unplugged all the time!

There's a magazine for everyone because there are more magazines on more subjects now than ever before!