



Notes on Mrs. Field's Cookies

Name: _____ Class _____ Date: _____

1. At what age did Debbi Fields begin to believe she was the best cookie-maker ever?

Why did she believe that about herself?

2. What was the main obstacle Debbi had to overcome in order to start a business?

3. How did the marketing strategy of giving away free samples of Mrs. Field's cookies get started?

4. Debbi says she sets 24-hour goals and 2-hour goals. Write an example of a 24-hour goal:

Write an example of a 2-hour goal.

5. After reading Debbi's six-point success recipe, write the three points you feel are most important and explain why you chose these three points.

6. What is Debbi's philosophy or "motto" of excellence? Explain what it means to you.

(This is a fill-in PDF form. You may type your answers into the blanks, then print. Or you may print the form and fill it in by hand. For course credit, submit the form to your teacher.)

7. What do you like best about Debbi Field's approach to success in business? Explain your answer.

Note: If you would like to read more of Debbi Field's advice on success, go to this link: http://www.shsu.edu/~pin_www/T@S/2002/DebbiItem.html or read Debbi Field's autobiography titled *One Smart Cookie*.

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