

# Once Upon a Town:

Community Storytelling 101





Principle #1:  
**Humans**  
**are more**  
**important**  
**than things**

shannon & ben

Principle #2:

**Perception** is  
limited by  
awareness,  
knowledge, and  
**experience**



# Principle #3: There are prerequisites for action

**Step 1: Capture attention**

**Step 2: Create a sense of trust**

**Step 3: Demonstrate value**

**Step 4: Make a call to action**



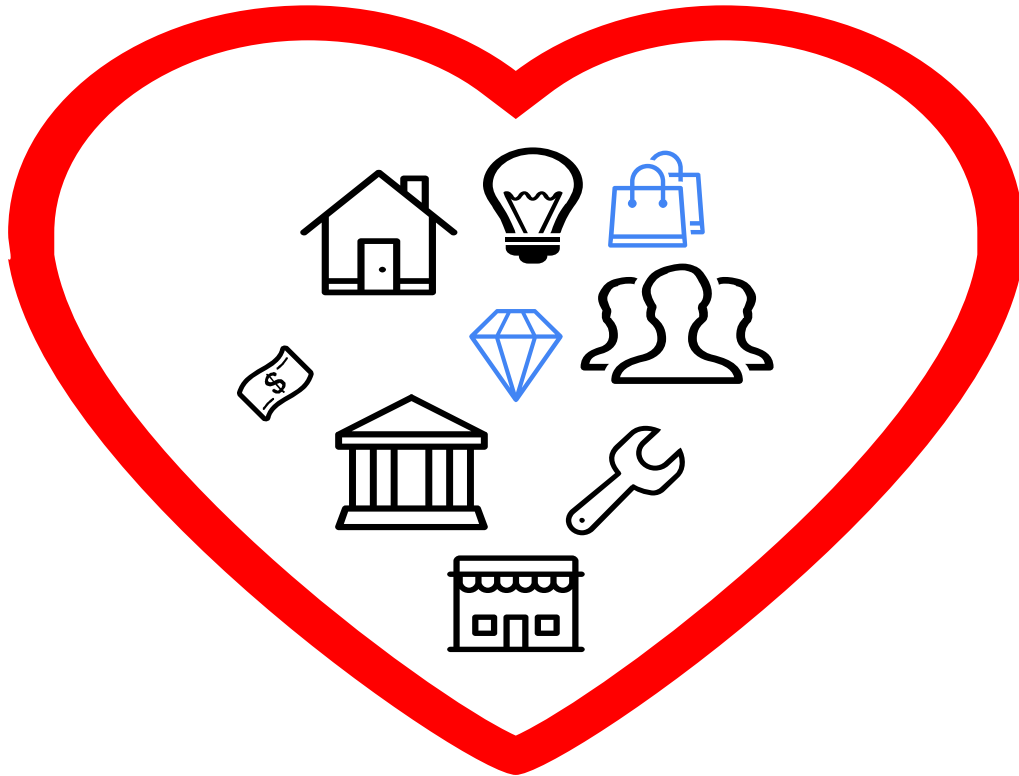
Principle #4:

**Nothing can  
happen**

**without TRUST.**

**The warmth and competence  
model**

# Principle # 5: **LOVE** is the Goal







# **RULE #1**

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**YOUR CITY  
ALREADY HAS  
A STORY...AND  
IT NEEDS TO  
BE TOLD**

**maximus**

## **RULE #2**

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**TELL A GOOD  
STORY,  
DON'T TRY  
TO SELL**








## RULE #3

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**THE LESS  
"YOU"  
THE  
BETTER**

# Anatomy of a Storyville Story

 **Riverfront Saginaw**  
Published by Phil Eich • June 22, 2020

"My first job outside the family business was in sales. I sold shoes and men's wear from Toledo to Saginaw.

One day, I got a call from my father who said he wanted me to join him in a venture. I did, and took a 70% pay cut. But with the anticipated success of that venture, I then would have the capital to start my own business.

That was 1973 in the days of disco. The air was dirty and it was a very unique time. We had a nightclub called The Fortress which is now currently the Panda House restaurant. Then in 1975, I opened my own nightclub in Bay City called The Fortress North.

In 1975, there were seven nightclubs in the area. By 1978, there were 17.

By 1980, there were two, and I wasn't one of them.

When you lose everything, you get a wake-up call...and then you can either be a victim or get up and do something.

I went to work for a remodeler and my job was to sell kitchens and cabinet refacing. I didn't know a doggone thing about kitchens or cabinet refacing, but I had a family to feed. I was a straight commission salesman which is almost like being unemployed, so I decided to venture out on my own.

We started a cabinet shop and it became successful. But then the bottom dropped out again.

Once again, I got a call. My father had a little bar on the South side of Saginaw that was damaged during the demolition of an adjacent building. The city demanded that he be vacated and they were going to give him nothing for his building or his business.

So I negotiated. We didn't get a lot, but greater than they initially offered because we promised we would take that money and reinvest it back into the city.

In my search for properties, I ran across an old fire station on the corner of Bay and Court. We bought it and opened a pub called "Nines".

In the language of the firefighters, they called their building the plural of the station number. So Station #5 was "Fives". This building was Station #9.

It was also the ninth business my father and I had started in the City of Saginaw. The license plate issued to me randomly was "NYN 909". The antique art deco mirrors from the bar that was demolished had nine rays of sun on them. There was only room for nine barstools and the building could fit 69 people.

It was a small place, but extremely successful. I shared in that success with my father and found a new love. I had big dreams.

The building Jake's is in now came up for sale in 2001. I purchased it and then the events of September 11th happened. The world changed. In this business, there's a substantial failure rate and banks don't like restaurants in good times. Those weren't good times. The money wasn't available and we had to pause the project.

I used that time to really think about what I wanted to do. I wanted to respect the historical value of the building, so I started doing research at the Saginaw News and the Historical Society about the buildings, the district and the community.

I kept running across the name "Little Jake".

He was 4-foot-11, 110 pounds. A Jewish immigrant that came from Germany to Detroit, then Flint, then Saginaw where he became very well known. A consummate entrepreneur, a marketing genius.

There was no historical significance to calling it "Paul's", so we called it "Jake's".

- Paul Barrera, Sr., Co-owner [Jake's Old City Grill](#)



27,663  
People Reached

6,339  
Engagements

Boost Again

Boosted on June 22, 2020  
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Completed

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172 Comments 85 Shares

👍 Like

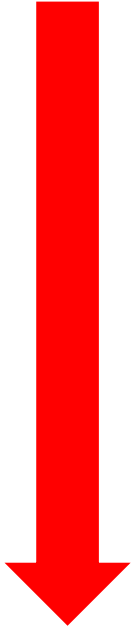
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# ANATOMY OF A STORY

## QUOTES ONLY



Riverfront Saginaw

Published by Phil Eich · June 22, 2020 ·



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In 1975, there were seven nightclubs in the area. By 1978, there were 17.

By 1980, there were two, and I wasn't one of them.

When you lose everything, you get a wake-up call...and then you can either be a victim or get up and do something.

I went to work for a remodeler and my job was to sell kitchens and cabinet refacing. I didn't know a doggone thing about kitchens or cabinet refacing, but I had a family to feed. I was a straight commission salesman which is almost like being unemployed, so I decided to venture out on my own.

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lede



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## SIMPLE SENTENCES AND SHORT SECTIONS



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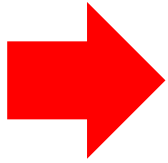


# THE BIG FINISH!



# ANATOMY OF A STORY

SINGLE  
PORTRAIT  
PIC



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City of Saginaw Government

Published by Philip Eich · February 19 at 6:26 AM · 🌐

"My original dream was to be the next Steph Curry, but my mom told me just in case that doesn't work out, I needed a Plan B.

Then I thought that maybe I could do something in sports journalism...so I could talk about how good Steph Curry is.

But then I realized there's a lot more than basketball going on in the world and that I have more to talk about than just sports, and that's when I decided to create my own magazine. ... See More



213,337  
People Reached

32,970  
Engagements

Boost Post

👍❤️😄 3.1K

572 Comments 1.1K Shares



# Otter

[A Three Step Process for Community Storytelling](#)

[storyville.substack.com](http://storyville.substack.com)

bria



**STEP 1:**

**THE INTERVIEW**

# Step 2: The Photos

**1. LIGHT**

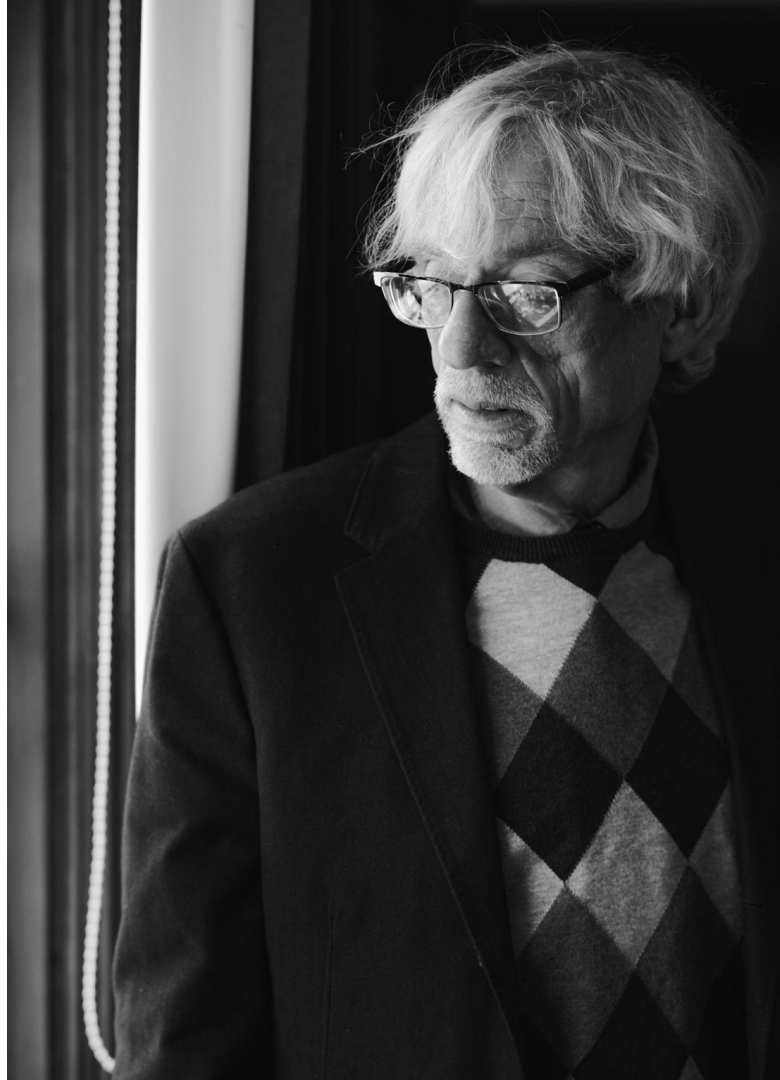
**2. ENVIRONMENT**

**3. EMOTION**

**(4. PRACTICE PRACTICE PRACTICE)**











Gottliche Hausregeln  
No Glaube da Liebe  
No Liebe da Friede  
No Friede da Segen  
No Segen da Gott  
No Gott keine Zeit





























# STEP 3: EDIT THE INTERVIEW

kendrick

## **Add Information**

**Original:** “Nobody has to bring anything, just show up under the bridge ready to clean!”

**Edited:** “We’re going to hold the cleanup on Friday the 17th, from 6 PM to 8 PM. Nobody has to bring anything, just show up under the Court Street bridge ready to clean!”

## **Move Around (Organize around a theme or timeline)**

**Original:** “There was never any doubt I was going to start this business. I bought everything I needed over the course of a year, officially opened in July, and the restaurant has been packed ever since. I love this community and to see them love me back and encourage me has been amazing. As a kid, I always loved to cook—my dad couldn’t keep me away from the stove. He was always teaching me little tips on the grill, giving me little jobs to do where I couldn’t hurt myself.”

**Edited:** As a kid, I always loved to cook—my dad couldn’t keep me away from the stove. He was always teaching me little tips on the grill, giving me little jobs to do where I couldn’t hurt myself. I officially opened in July, and the restaurant has been packed ever since. I love this community and to have people love me back and encourage me just like my dad did has been amazing.”



## **Combine Sentences**

**Original:** “Anyone can make barbeque, but not everyone can make world-class barbeque. If you want really great BBQ, you really have to live and breathe barbeque.”

**Edited:** “Anyone can make barbeque, but to make world-class barbeque, you’ve got to live and breathe it.”

## **Eliminate Redundant Thoughts**

**Original:** “There was never any doubt I was going to open a restaurant. I’ve always wanted to, ever since I was a kid, I’ve wanted to open a business just like this one.”

**Edited:** “Ever since I was a kid, I’ve wanted to open a restaurant like this one.”

## **Change Word or Phrases that could be misinterpreted or have a negative connotation**

**Original:** “We’re going to clean up the area under the bridge and whitewash some of the graffiti on the buildings.”

**Edited:** “We’re going to clean up the area under the bridge and remove some of the graffiti on the buildings.”

# STEP 4: PUBLISH & PROMOTE



**emily**

# MAKING IT WORK - PT 1

**Different Kinds of  
Stories**

**B+ Work forever is  
better than A+  
work almost never**

**SPREAD THE LOAD**

**COMMIT TO LONG  
TERM**

**hattie**

**deshawn**

**norman**





# MAKING IT WORK – PT. 2

- Promote & engage
- Start Small
- Build the habit
- Have fun & be human!

**hattie**



**deshawn**



**norman**



# Q&A

[phil@storyvillesocial.com](mailto:phil@storyvillesocial.com)

[storyville.substack.com](http://storyville.substack.com)