



*Thunderbird*  
RESTAURANT

# *Selling Your Story*

## *Thunderbird* RESTAURANT

Mt. Carmel Junction, Utah

✦ Shannon Henderson, General Manager





# Who I Am (and Why I Care)

4<sup>th</sup> Generation | Grew Up Doing Every Job | General Manager

Me and Gramma Fern in 1998



Baking pies with my mom, Arlene





# Where We Are



Mt. Carmel Junction, Utah  
Crossroads of Zion & Bryce  
At the Junction of Hwy 89 & Route 9  
Built to serve people on the road





# The Beginning

Jack's Gas Station | Fern's Pies | Locals & Truckers





# The Sign



Originally built out of scraps by Jack in 1931

He was running out of wood and the word HOME wouldn't fit





# *The Turning Point*

A Roadside Diner Becomes a Must-Stop Landmark





# What It Feels Like Today

Every Detail Tells the Story





# What You Can Copy

Five Steps You Can Take

1

*Name Your Story*

2

*Pick a Symbol*

3

*Make It Visible*

4

*Teach Your Staff*

5

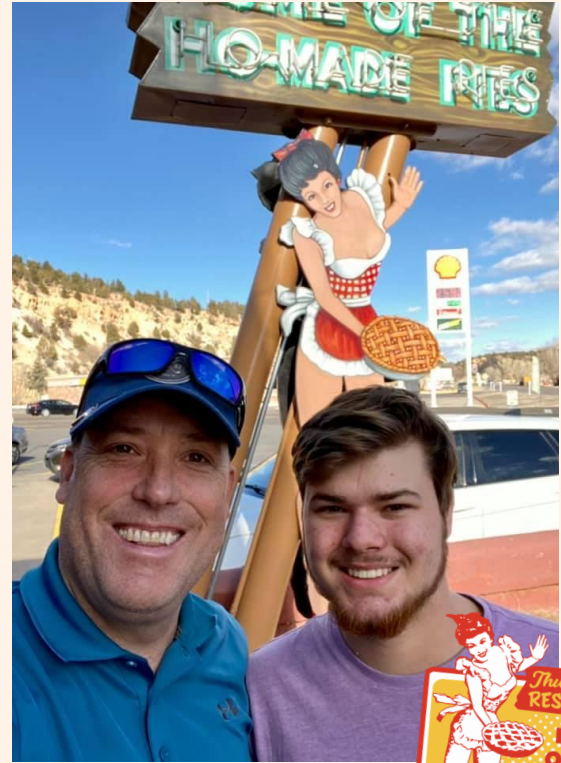
*Make Your Place Photo Ready*





# Why Story Pays

A story sells more than a meal.





*Be the place people talk about.*

