



**Jessica Blanco, *Central Coast Beauties***

[www.centralcoastbeauties.com](http://www.centralcoastbeauties.com)

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Meet Jessica Blanco, owner of Central Coast Beauties, and a holistic skin care therapist and make-up artist! Central Coast Beauties is an all-natural beauty bar featuring innovative natural products, clean skincare, and treatments. Whether you're looking for a facial, body treatment, or makeup appointment, you will find it all here at Central Coast Beauties.

Jessica started as a freelance makeup artist and has been working in the industry for over 10 years. She always had a dream of having her own studio, but for her it never quite felt attainable. In 2016 her father brought her a flyer for MCSC & the Women's Business Center's class, "Start, Run, & Grow Your Business." A 12-week course on the in's and out's of starting a business. With her family's encouragement she enrolled and dove into making her dream a reality. It was the beginning of 2018 when she signed the lease for her very own studio in Grover Beach, California and took the next step into entrepreneurship. Throughout this time Jessica had been using the help of the mentors at the Women's Business Center to refine her plan and get her to the point where she could open her studio doors. She even re-enrolled in the "Start Run & Grow" Course for a second time to really refine her business plan and financials. All this hard work produced a new business start, a new job, capital infusion, and increase in sales.

Now Central Coast Beauties is open for business and Jessica is using her gifts to help pamper clients. From education on natural, conscious products to helping women with chronic pain, to busy mommas, like herself, Jessica assists clients in developing a self-care routine that will help reflect their inner beauty on the outside. Jessica says her favorite part of the job is getting to connect with her clients, helping them with pain management and educating people on alternatives to self-care that are safer and better for your body and the environment. Ultimately making her clients feel nourished and loved. She says the hardest part about being an entrepreneur is time management from working *in* the business to working *on* the business.

Her advice to other entrepreneurs just starting out is "Do not feed into the fear. On the other side of fear is success." She would encourage fellow entrepreneurs to find a good support team as the journey is not always easy. Jessica attributes much of her success to her support system of family, mentors, and an amazing small business community. Knowing that she had people to lean on and knowledgeable mentors at the Women's Business Center helped bring her dream to reality. If there is anything she wished she could change if she was to start over again today, it would be to reach out sooner. Getting advice from MCSC consultants to help with the things that feel scarier, like financials. "The support is there, but you have to reach out."



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