

Divine Reflections Day Spa

Fort Bragg, CA

Owner: Cheri Boehlke



“Sometimes my mom pinches me and says, ‘You’re not dreaming.’”

Over the last two years Cheri Boehlke has become known as one of the best nail technicians in Fort Bragg, CA, and especially for her creative nail art. However, the long term dream was to own her own salon. “I thought it was something that might happen in two years at the soonest, but more likely five, and without West Company I would not have had the tools to make it happen.” Cheri Boehlke began working with West Company in December of 2009 to improve her business management skills.

“I knew Cheri had a great deal of potential when she came in for her first appointment with her Dome Accounting book filled out to date and her accompanying receipts organized in a file folder,” says Mendocino WBC Director Heather Gurewitz. At that time owning her own business was just a dream, Cheri didn’t even know where she would start. Over the next seven months Cheri participated in one-on-one consulting, the business plan writers’ group, and took the Building a Better Business Series. “It was in the class on determining business feasibility that I realized I could make this happen. The class helped me figure out where to start, and gave me the tools to assess what I needed to do to open my own salon.” This class inspired Cheri to start looking at spaces, examining expenses, and determining what she would need to make her dream into a reality. In May, Cheri found a space at the edge of town with an ocean view, reasonable rent, and the right vibe. With the assistance of West Company consultants she developed start-up costs, financial projections, a pricing model, and income goals. In June, 2010 with the assistance of a personal loan, Cheri opened up Divine Reflections Day Spa. “I never thought it would happen this quickly, but once I started to look at my business in terms of setting goals and strategies to accomplish them, I realized it was possible. West Company has also changed how I think about my business. Instead of sitting and waiting for people to come to me, I am actively marketing my business. I also use weekly profit goals, and if it gets toward the end of the week and I am not making those goals, I send out text messages and Facebook messages with specials.”

Divine Reflections is currently offering full nail and hair services offered by Cheri and two independent contractors. She is adjusting well to life as a business owner and looks forward to the future when she will expand and grow.