MCSC’s WBC Client Success Story

Sabrina Pratt
Central Coast Comedy Theater, Owner
centralcoastcomedytheater.com

Spontaneity, entertainment, and fun! This is the magic of improv comedy that leaves an audience belly laughing and turning a room full of strangers into neighbors. But being funny and making people laugh is only a small part of what Sabrina Pratt does. Sabrina is an actress, director, and comedian with over 15 years of improv and sketch comedy experience. (Sketch comedy comprises a series of short comedy scenes between one and ten minutes long.)

As the owner of Central Coast Comedy Theater, Sabrina and her ensemble produce 5-6, two hour shows monthly. Additionally, she teaches 6-week improv and sketch sessions. Through her classes and ensemble performances Sabrina creates a safe and playful environment for adults to shed their shell and free their silly, happy and fun selves- that’s what it’s about. Whether they’re part of the audience or ensemble, Sabrina helps people express their inner being, “the part that is weird and irreverent and creative and juicy”- the part of every adult that is so easily and often suppressed. Sabrina is passionate about “guiding people through the process of getting out of their own way.” She believes that comedy theater is an effective outlet to be bold and creative.

Originally from Charlotte, North Carolina, Sabrina was inspired by her first improv show at the age of 17. Shortly after she graduated from college to become a drama teacher. Before settling on the Central Coast of California Sabrina moved to Chicago where she performed on internationally renowned stages such as Second City Chicago, iO and Comedy Sportz. After 5 years she moved to San Luis Obispo County and began teaching drama at Atascadero High School.

Additionally, she had a part-time gig teaching and performing in Morro Bay. Longing for something more Sabrina felt a strong compulsion to take the Women’s Business Center’s entrepreneurial training program. She quickly found that she was dreaming too small and was inspired to dream bigger. After Sabrina graduated she walked away with a new perspective and practical knowledge of small business ownership including how to monetize her passion and forecast for success.

Once paralyzed by fear, she realized as the owner of a sole proprietorship that she solely creates the direction, goals, and achievements of her business. Through continued mentorship with WBC Consultant Polly Mertens, Sabrina learned how to turn worry into wonder. In August of 2016, she took a leap of faith and a 50% pay cut to pursue her business.

Sabrina is flourishing and celebrating over a year of successful business. She has increased her revenue by $10,000. She currently partners with small business venues in Paso Robles, Morro Bay, and San Luis Obispo where she teaches and performs. Her performances promote steady business for her partners packing venues with as much as 50-60 people per show and converting 40% of her attendees into improv students.

Sabrina is enriching the arts in SLO county and continues to contribute to the community through her partnerships and as an active philanthropist for local, charitable organizations. Sabrina is currently working with WBC Consultant Steve Mathis to secure a loan for a local brick and mortar comedy theater where she can provide a warm, welcoming, and joyful experience to her students and her audience. Sabrina encourages all women entrepreneurs to “start from where you are- action begets success and you are good enough now!”