

Toni Tanner-Scott

BUSINESS GROWTH STRATEGIST

Messaging. Systems. Money.

I help business owners and creators make more money by fixing the two things that actually hold a business back: messaging and systems. Most growth problems come down to one of two gaps — nobody understands what you do and why it matters (messaging), or the engine behind the scenes can't support the growth you're chasing (systems). Usually it's both. I find out which, then build the fix — and I'm not consulting from the sidelines. I run revenue strategy for my daughter Raven Elyse's seven-figure creator brand, and I built and run my own travel brand, Booked Busy Barefoot, on this exact framework.

Where it shows up: YouTube, Instagram, TikTok, LinkedIn, Facebook — same framework, whatever the platform.

THE DIAGNOSTIC

Messaging How you talk about what you do isn't landing, so the value gets missed.	Systems Socials, website, and email don't work together — inconsistent posting or a clunky experience.	Money Fix either — or both — and the result is revenue.
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ENGAGEMENTS

Growth Diagnostic	\$3,000	Find out exactly where your messaging or your systems are costing you money — in 2 weeks.
Messaging + Systems Rebuild	\$6,000	A full rebuild of your positioning and the systems behind it, so what you say and how you operate finally match the growth you're chasing.
Strategic Operating Build	From \$10,000	Embedded, ongoing strategic operations — messaging, systems, and growth decisions handled at the level of a fractional COO/CMO.

CURRENTLY RUNNING

Competitive Choice, Inc. (CCI) — ongoing LinkedIn strategy retainer. Positioning, workflow, content quality guidelines, and a 90-day content map, delivered in two phases.

Stacee Lynn / The Barndominium Lady — embedded, long-term brand build from zero to a large multi-platform following.

RETV / Raven Elyse TV — revenue strategy, brand partnerships, growth planning, and operations behind a seven-figure creator brand.

Booked Busy Barefoot — my own travel content brand, run on this same framework: proof I operate the playbook I sell, not just teach it.

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