

ABOUT · COMMUNITY EDUCATOR, STRATEGIST & BUSINESS DEVELOPMENT LEADER

Protecting legacy in New York.

*I'm Tonya McPhearson, a community educator
and strategist in New York.*

WHERE I STARTED

Unfiltered authenticity

Born in Virginia, raised in North Carolina

WHAT I FOUND

Deep historical legacy

The Holden and McPhearson research

WHAT I DO

Practical protection

Guiding families and businesses

INTRODUCTION

In sixty seconds

Bridging the gap between unawareness and action

I'm Tonya McPhearson, a Business Development Strategist, Marketer, and Community Educator.

Throughout my career—and across my active community leadership and volunteer initiatives—I've specialized in solving one of the hardest challenges in business: **bridging the gap between complete market unawareness and active engagement.**

My expertise lies in designing pre-framing marketing, educational outreach, and high-impact positioning. I step into spaces where audiences don't yet realize they need a product or service, educate them on the value, and cultivate authentic trust. I organize the strategic elements of business development so that communities and prospects are not just informed—they are inspired to take independent action.

When I prep an audience, they don't just receive a pitch; they receive a complete blueprint that makes the solution clear, urgent, and accessible. Whether connecting with business owners, community groups, or strategic partners, I bring the vision, structure, and strategic awareness that powers sustainable growth.

Prospect readiness

In sales and marketing, high-volume closes are only one piece of the puzzle. The real groundwork happens in **prospect readiness.**

My background is rooted in front-end business development and audience cultivation. My role has consistently been to do the heavy lifting: educating prospects, warming up cold markets, and building deep trust so that by the time an audience reaches an execution phase, they are completely prepped, knowledgeable,

and ready to engage.

I focus on organizing all the core marketing elements so that the brand message is crystal clear and the community feels genuinely empowered to move forward.

CHAPTER ONE

Born in Virginia,
raised in North Carolina

A country girl in the city

I am the exact same person now as I was then.

When you work with me, whether we're building a business strategy, planning an event, or structuring financial and estate protection, you get zero pretense. I don't believe in slick sales pitches or misdirecting people for short-term gains. My goal has always been simple: to educate, empower, and build real community. The guidance I give you comes from genuine care, full transparency, and a decade-long track record of staying true to who I am.

CHAPTER TWO

State archives,
Raleigh to Richmond

Understanding where we come from

I was born in Virginia and grew up in North Carolina. Growing up, legacy, history, and civic stewardship weren't just abstract ideas in my household—they were an active, everyday understanding of how we move through the world. But as I grew older and looked around, I realized that this deep-rooted commitment to community wasn't necessarily something everyone else grew up seeing or experiencing.

That sparked a journey of self-discovery: *was there something unique about my family, about where we came from, that shaped this mindset?*

To answer that, I dove into history. I reached out to state archives, sifted through historical registers, and spoke directly with town representatives to trace the roots of my own family names: **Holden** and **McPhearson**. What started as a personal quest to understand myself better revealed a powerful lineage of community builders, opening my eyes to why civic stewardship has always been such a natural, fundamental part of who my family is.

The family I found was of the merchant class: Scottish, biracial, and Black American, concerned with legacy and inheritance before the turn of the twentieth century, and before that in the nineteenth and eighteenth centuries, when the country was developing.

Research subject: McPherson · New York, 1817

Christopher McPherson and New

Research subject: Holden

Governor William W. Holden: legacy

YORK, 1817

Tracing the McPherson name back to Virginia brought me to the story of Christopher McPherson—a free Black clerk, educator, and visionary in early 19th-century Richmond who fought tirelessly for civil access, commercial rights, and educational institutions for his community. He died in New York in 1817.

His story reinforced a truth that has always run through my family's history: true wealth isn't just money in a bank account—it's **knowledge, access, and self-determination**. Building a legacy means organizing the tools and structures that allow future generations to act independently and thrive on their own terms.

² [Citation: repository, collection and date for the McPherson archive material]

beyond bloodlines

Looking into the Holden lineage led me to explore the history of North Carolina Governor William Woods Holden, a pivotal figure during Reconstruction who stood up against political violence to protect the rights of ordinary citizens.

Digging into state archives and historic sites showed me that a name isn't just about biological inheritance or grand bloodlines; it's about **civic duty, courage, and community stewardship**. It helped me connect the dots to the very values I grew up with: true legacy is forged in how we stand up for the people around us and organize resources to lift an entire community up.

¹ [Citation: repository, collection and date for the Holden archive material]

CHAPTER THREE

Legacy in action

From history to strategy: how we protect your future

Connecting these historical truths to modern life is at the heart of everything I do. When we talk about life insurance, asset protection, estate planning, and retirement strategies, we aren't only looking at charts and policy numbers. We are talking about **protecting your life's work and securing your family's future**.

protecting your life's work and securing your family's future.

Like the visionaries who built institutions and communities before us, my mission is to help you put the right legal, financial, and strategic pieces in place so your legacy stays secure, whatever changes tomorrow.

CONSISTENT

She is real and consistent.

Videos from ten years ago show there's no character being played.

RIGOROUS

She does the deep work.

Archival research reflects curiosity and respect for the facts.

COMMUNITY

She cares about people.

Legacy means education, empowerment, and protection for the community.

Let's talk about what you're building.

Schedule a one-on-one conversation about protecting your family, your property, or your business.

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