

# HOW KIVA SLADE HELPS TONYA RAPLEY

SYSTEMATIZE HER BUSINESS,  
MOBILIZE HER TEAM,  
GROW NEW REVENUE, AND  
FULLY EMBODY THE ROLE AS  
HER COMPANY'S CEO



“Because of Kiva, I feel like a real CEO now. My business is more compliant, I’m more protected legally, and I’m able to think more creatively and be more solution-oriented instead of putting out administrative or operational fires. I operate now from my zone of genius, which makes me so happy and fulfilled. I’m doing the work I’m meant to do and not the work that bogs me down.”

TONYA RAPLEY

CEO of [myfabfinance.com](http://myfabfinance.com) and [tonyarapley.com](http://tonyarapley.com)

When Tonya Rapley discovered fractional COO Kiva Slade, she'd pretty much tapped her capability — and capacity — to function effectively as a solopreneur.

As the founder of My Fab Finance, a financial education and lifestyle blog for millennials, as well as the face and brain behind her own personal brand TonyaRapley.com, Tonya had spent years doing the bulk of her businesses' operations and administrative work on her own.

She'd tried to combat this by bringing on a few team members, one of whom was an administrative assistant, **but she was still getting in the way of allowing her team to truly take work off her plate.**

“I was wearing all the hats and had become the bottleneck on the team,” Tonya said. “I was having a hard time making sure the team's needs were met, as well as identifying what areas of opportunity there were in the business and how to create processes to take advantage of them.”

“I just had all of these moving parts everywhere and it was difficult to make sense of everything. I was overwhelmed, and I always felt like there were so many things to think about, so many things to do, and so many things I wasn't getting around to doing.”

Tonya knew she needed to hire a Chief Operating Officer to bring more structure to her businesses, but she didn't know of one to call.

So, she entered #fractionalCOO on Instagram and Kiva's name popped up. Intrigued, Tonya





reached out to her and they set up a meeting, and Tonya said she was impressed with Kiva immediately.

“When we spoke, I was impressed with Kiva’s knowledge as well as her energy,” Tonya said. “I was comfortable with her right away. She was structured, and I loved her onboarding process. I also loved her background and that **her work as a COO is her passion and something she chooses to do**, not necessarily something she fell into.”

“I could also tell that she was always learning new things to help her clients. That’s very important to me because I need to work with people who are evolving. **By the end of our call, I knew I’d found my person** in Kiva. I had other calls scheduled with other people, but I canceled them because she was the perfect fit.”

Kiva and Tonya quickly got to work, and Kiva began by taking stock of Tonya’s biggest goals for her businesses, which included systematizing the operations of My Fab Finance, building out TonyaRapley.com and creating offers to sell, streamlining the communication and flow with her brand partners, and creating processes for herself and her team that removed Tonya as the bottleneck.

**Tonya said it didn’t take long to start seeing progress**, not just in her businesses but in the way she was showing up in it, too.

“Kiva quickly helped me begin to grow into being a CEO,” Tonya said. “She helped me see what that would look like and what tasks I could step back from so that I could think more inside the business.”

“She also fell right into communicating with my team. The whole process of integrating her into everything was seamless.”

Tonya said that once Kiva began overseeing the operations of My

Fab Finance, **she was freed up to begin thinking about how to create value and revenue with her personal brand.** Then, with Kiva's help, the two began to flesh out offers — the biggest of which was a paid membership community.

It was the creation of the paid membership that really showcased the value of having a partnership with a COO, as Tonya watched Kiva manage the entire project from start to finish.

“From the conception of the membership to building it out, testing it, launching it and promoting it — and then reviewing the data and improving it — Kiva has been instrumental in getting the membership going,” Tonya said. “Now we’re hiring a community manager to oversee everything, and Kiva has been leading that, too.”

“She has helped me create a service offering for our community that provides a lot of value, without having it be an extra thing for me to manage. It’s also a service offering that has brought in 100 paid members with our first launch, and — along with three online courses we also released — **has brought in around \$30,000 in new revenue.**”

Tonya said as well as the successful launch, Kiva has been the driving force behind so many other things, including creating contracts for her team members and clients; finding, interviewing, and onboarding new team members; upleveling the service they provide their brand partners; and creating a morning checklist of tasks for Tonya to complete so that she’s not the bottleneck for the rest of the team.



Thanks to Kiva's intimate and all-encompassing role in Tonya's businesses, she's able to serve as a "voice of reason" at times, which helps Tonya show up more compassionately — not just as a business owner, but as a leader.



**“Kiva is constantly thinking about what’s best for the business and what’s best for the team,”** Tonya said.

“There have been times when I’ve thought about launching something and it would’ve created a tight turnaround or come up against a holiday. Kiva’s great about saying to me, ‘Hey, I just want you to think about this. We’re expecting the team to push this out the day before a holiday. I think we can wait.’”

**“She’s definitely helped me become a better leader as well as a better business owner.”**

Yet the thing that Tonya appreciates the most about her work with Kiva is the way she’s helped her take a big picture view of her businesses, nail down her goals, and put a plan in place for how they’re going to achieve them.

“Because of Kiva, we now operate with a plan,” Tonya said. “That’s been such a crucial thing for me. At the beginning of the year, we had a planning meeting and planned out each of our quarters and now we’re operating against that plan. My productivity has definitely scaled as a result of it.”

Tonya said that besides the way her business has changed and grown because of her work with Kiva, the internal shift she’s experienced is just as important.

“Before Kiva, I always wondered, ‘Am I doing this right?’” Tonya said. “Now I know that I am. **My business is more compliant, I’m more protected**

**legally**, and I'm able to think more creatively and be more solution-oriented instead of putting out administrative or operational fires. I operate now from my zone of genius, which makes me so happy and fulfilled. I'm doing the work I'm meant to do and not the work that bogs me down."

**Tonya noted that any business owner who knows they need to systematize their business in order to keep growing should consider working with Kiva** — not only because of the work she does on a business, but also because of her trustworthiness to work inside of a business.

"Kiva helps you by coming in and showing you how to generate more

revenue by operating more efficiently with what you already have, not necessarily by adding a bunch of new things," Tonya said. **"But more than anything, she's someone you can trust with everything in your business."**

"As an entrepreneur and a solopreneur it's important to have that person you can trust — someone you know is not only in your business, but in your corner. That is what Kiva is for me. I might not have a huge staff but Kiva makes me feel like I have a larger staff than I have because of the support she provides me and the amount of expertise she brings to the business. I couldn't do what I do without her." ☺



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