



LaTonya S. Johnson

Engineer. Entrepreneur. Speaker.

Engineered for Excellence

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ABOUT

LaTonya S. Johnson

The Income Engineer™

LaTonya S. Johnson is an engineer-turned-entrepreneur on a mission to help service-based professionals escape the time-for-money trap and build income systems that work without burning out.

With a BS in Chemical Engineering from Prairie View A&M University and a corporate career at Fortune 500 companies including Exxon Mobil, Praxair, and CenterPoint Energy, LaTonya discovered that her engineering mindset could transform how professionals approach business building.

After discovering the world of entrepreneurship and realizing her engineering precision could be applied to building systems that create freedom, she made the pivot. Today, she has helped over 12,000 people break free from their 9-5 and build \$10K-\$20K/month income streams.

Now she helps doctors, therapists, coaches, and consultants package their expertise into leveraged offers—courses, memberships, and digital products that generate revenue without requiring more hours.

Houston born and raised, LaTonya is also a real estate investor with multiple properties. A self-described introvert who learned to show up online, she brings a unique combination of analytical precision and genuine care to everyone she serves.

HER VALUES

Courage · Clarity · Care

"Work less and Live More."

From Corporate to Community

01

Chemical Engineer in Corporate America

Graduated with a BS in Chemical Engineering from Prairie View A&M University and built a successful career working with companies like Exxon Mobil, Praxair, and CenterPoint Energy. On paper, had made it. But something was missing.

02

Discovering a New Path

Discovered the world of entrepreneurship and realized an engineering mindset could be applied to building systems that create freedom. Started exploring side businesses while still working the 9-5.

03

Growing a Community

What started as sharing the journey turned into building a thriving community. Began helping others see that they too could create income streams outside of traditional employment.

04

Engineering Freedom for Others

Now helps doctors, therapists, coaches, and consultants build leveraged income systems. The same precision and problem-solving that made for a good engineer makes for effective business coaching.

Topics That Transform

From Burnout to Breakthrough

Building Leveraged Income as a Service Professional

Learn how doctors, therapists, coaches, and consultants can escape the time-for-money trap and build income streams that work without sacrificing their expertise or sanity.

Healthcare professionals, coaches, consultants | 45–60 min keynote or workshop

Engineered for Excellence

Applying Systems Thinking to Your Business

Discover how an engineering mindset can transform chaotic businesses into streamlined, profitable operations.

Entrepreneurs, business owners, corporate teams | 30–45 min keynote

The Freedom Framework

Your Roadmap to Working Less and Earning More

A tactical session on identifying leverage points, packaging expertise, and creating offers that scale—without adding more hours.

Service professionals ready to create digital offers | 60–90 min workshop

Courage, Clarity, Care

Leading with Purpose in the Digital Age

An inspiring talk on making bold career pivots, finding clarity in uncertainty, and building businesses that genuinely serve others.

General audiences, women in business, career changers | 30–45 min keynote

BY THE NUMBERS

Impact at a Glance

12,000+

people helped build income streams

\$10K–\$20K/mo

income streams built for clients

Fortune 500

corporate engineering experience

Multiple

real estate investment properties

BS ChemE

Prairie View A&M University

Houston, TX

born, raised, and based

Available Formats

- Keynote Presentations (30–60 minutes)
- Interactive Workshops (60–90 minutes)
- Panel Discussions & Fireside Chats
- Podcast & Media Interviews
- Virtual Summits & Webinars
- Corporate Training Sessions
- Mastermind Guest Expert Sessions
- University & Student Events

Virtual & In-Person Available

What to Expect

Before

- Pre-event call to customize content
- Promotional materials & social assets
- Bio and headshots in multiple formats

During

- Engaging, story-driven presentation
- Actionable takeaways to implement immediately
- Interactive Q&A and authentic connection

After

- Follow-up resources for attendees
- Social media support & promotion
- Continued availability for questions

AUDIENCE TESTIMONIALS

What They Say

“LaTonya’s session was the highlight of our conference. Our attendees are still talking about the frameworks she shared.”

— **Event Organizer**

“She doesn’t just inspire—she equips. I left with a clear plan I could implement the next day.”

— **Workshop Attendee**

“LaTonya has a gift for making complex business concepts accessible and actionable.”

— **Podcast Host**

“LaTonya delivers insights that stick long after the event ends.”

— **Conference Attendee**

TECHNICAL REQUIREMENTS

Setup & Details

For In-Person Events

- Lavalier or headset microphone
- Confidence monitor or laptop at podium
- Slides on screen (16:9 format)
- Bottled water on stage

For Virtual Events

- Zoom, StreamYard, or similar
- 24-hour advance tech check
- Quiet, professional environment
- Slides provided 48 hours in advance

FUN FACTS

Get to Know LaTonya

- Houston born and raised
- Believes spreadsheets are a love language
- Prairie View A&M proud
- Real estate investor with multiple properties
- Coffee fuels my best ideas
- Introvert who learned to show up online

Book LaTonya

Let's Make Your Next Event Unforgettable

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Website latonyasjohnson.com/speaking

PLEASE INCLUDE IN YOUR INQUIRY

- Event name and date
- Location (city or virtual)
- Expected audience size
- Audience demographics
- Desired topic or theme
- Budget range

Response Time: Within 48 business hours

YouTube: [@LaTonyaSJohnson](https://www.youtube.com/@LaTonyaSJohnson) · Instagram: [@latonya_t_j_johnson](https://www.instagram.com/latonya_t_j_johnson) · LinkedIn: [latonya-s-johnson](https://www.linkedin.com/in/latonya-s-johnson)