

[Watch Live](#)

Dallas influencer sentenced to 10 years in murder-for-hire plot involving social media rival

By FOX 4 Staff | Published November 22, 2024 4:17pm CST | Dallas | FOX 4 |

New TX law requires parental consent for social media

A new state law is requiring social media companies to do more to protect children. However, a judge limited how much of the SCOPE Act can be enforced

The Brief

FOX LOCAL



Stream FOX 4 KDFW for free with FOX LOCAL

Watch local news, weather, and live events on Roku, Fire TV, and more — just search “FOX LOCAL”

- Federal prosecutors say 35-year-old Ashley Grayson from Dallas tried to hire a couple from Memphis to kill her online business rival in Mississippi.
 - She offered to pay them \$20,000 to kill the woman in Mississippi first, then an additional \$20,000 to kill her ex-boyfriend and \$20,000 to kill someone in Texas who made negative comments about her online.
 - Grayson was found guilty in the murder-for-hire plot and sentenced to 10 years in federal prison.
-

DALLAS - A Dallas woman who was known for her online courses and business advice was sentenced to 10 years in federal prison after being convicted in a murder-for-hire case.

According to Reagan Fondren, the acting U.S. Attorney for the Western District of Tennessee, 35-year-old Ashley Grayson ran an internet-based business and gained notoriety from her online presence.

On her Instagram account, Grayson called herself a bestseller, eight-figure business coach, course creator, and philanthropist. She claimed she made \$1 million in just 40 minutes with an online course teaching others how to turn their own skills into online courses.

However, prosecutors said that in 2021, she had a falling out with a woman from Mississippi who ran a similar business, even though the two had never met in person.

That's when Grayson contacted a friend in Memphis and asked her to fly to Dallas to discuss a "business opportunity." The Memphis woman and her husband traveled to Dallas in September of 2022 to meet with Grayson and her husband.

FOX LOCAL

x



Stream FOX 4 KDFW for free with FOX LOCAL

Watch local news, weather, and live events on Roku, Fire TV, and more — just search "FOX LOCAL"

The Memphis couple agreed to the deal, but instead of carrying out the murder, they gave police a video of Grayson saying she'd pay them an extra \$5,000 to kill the Mississippi woman as soon as possible.

The couple also sent Grayson a video of police lights from an unrelated incident and claimed they had attempted the murder, but it was unsuccessful. Grayson gave them \$10,000 for their attempt, prosecutors said.

The case went to trial in Memphis this past March. Jurors acquitted Grayson's husband but found her guilty of murder-for-hire.

"This was a 21st-century crime where online feuds and senseless rivalries bled into the real world. The defendant tried to hire someone to murder a woman over things that happened exclusively on the internet," acting U.S. Attorney Fondren said.

Last month, a judge gave Grayson the maximum sentence of 120 months in prison.

She will not be eligible for parole because it was a federal case.

The Source

The information in this story comes from a news release from the office of Reagan Fondren, the acting U.S. Attorney for the Western District of Tennessee.

FOX LOCAL

x



Stream FOX 4 KDFW for free with FOX LOCAL

Watch local news, weather, and live events on Roku, Fire TV, and more — just search "FOX LOCAL"

Dallas

Crime and Public Safety

Social Media

Mississippi

Instagram Links

This material may not be published, broadcast, rewritten, or redistributed. ©2025 FOX Television Stations

FOX LOCAL



Stream FOX 4 KDFW for free with FOX LOCAL

Watch local news, weather, and live events on Roku, Fire TV, and more — just search “FOX LOCAL”