

Letter of Introduction

Greetings Beloved Leader,

My name is Coach Felecia Killings.

Over the last 10+ years, I've worked in the publishing, leadership development, non-profit, and media relations spheres, becoming a nationally-recognized Communications Specialist whose keen insight has helped leaders and organizations reach millions of people with their vision, mission, brand, and core message.

Like so many experts, I recognize the power of the written and spoken word.

Our words create our worlds.

And when we know how to effectively frame our messages and stories, influence becomes inevitable.

I have a genuine passion for strengthening an organization's relationship between its internal and external stakeholders. And since 2011, I have taught leaders the power of the written and spoken word to elevate their platforms and companies within their industries.

My methods for building relationships between various stakeholders are based on applying universal principles that guide human behavior and interaction. My core philosophy includes practicing the Law of Love, the Law of Grace, the Law of Faith and Power, and much more. By implementing these values into my work and my clients' projects, I have helped elevate an organization's brand and thought leadership to national heights.

What I've done for my personal and professional brand can be applied to yours, Beloved. I have been featured on primetime shows including FOX Primetime, FOX and Friends, the New York Post, FOX Digital, Red State, Sonnie's Corner, Victory News Media, Cross Country with Lawrence B. Jones, the Dinesh D'Souza Podcast, News Nation, and many more!

And my academic credentials speak to my ability to see your vision clearly and to develop an effective communications plan that also entails coaching services you won't find anywhere else.

As a graduate of The University of California, Davis, I hold a Bachelor of Arts degree with double majors in English and African American Studies. I also hold a Master of Arts degree in Education. And it's my desire to continue working with leaders and their organizations who are dedicated to solving problems for millions of people in the social, political, and economic spheres.

When working with non-profit organizations as a Communications Specialist, I deliver strategic lessons that position each organization as industry thought leaders in the social, political, and economic spheres. Through *Killings Communications Leadership Training and Development*, I teach non-profit leaders how to create national movements that bring their organization's vision, mission, and core message to national heights. Using the power of book publishing, content marketing, social media, social networking, independent and mainstream media outlets, and building authentic online relationships with key stakeholders, my non-profit clients and I develop a systematic communications department that helps them meet their organization's annual goals.

If you're searching for an expert to fill the communications gap in your organization, I'd like to extend my services to you and your non-profit organization to help it reach national heights. Below, you will find a copy of my Communications Agreement Form, which provides specific details of my services.

If you are still interested, let's schedule a time to chat more about this opportunity and partnership. I can be reached at CoachFeleciaKillings@gmail.com.

Blessings to you,

- Coach Felecia Killings, Founder of www.FeleciaKillings.org

Killings Communications Leadership Training and Development Agreement Form

The following agreement is between Felecia Killings (hereafter referred to as “Coach Felecia”) and _____ (hereafter referred to as “Client”) regarding the development and execution of an effective communications department and plan for their non-profit organization.

The training and communications development are designed to help the Client:

- Increase brand awareness for one’s non-profit organization;
- Scale an organization’s presence by developing a strategic communications plan (entailing email marketing, blogging, book publishing, and influencer networking) that makes the Client’s organization an industry thought leader in the social, political, or economic spheres;
- Create a national movement around the vision, mission, and core message of the organization;
- Tap into media outlets that bring the Client’s organization before new audiences at low to no-cost;
- And establish key relationships among stakeholders (donors, clients, members, etc.) to ensure the longevity of the non-profit organization.

Section 1: Description of Communications Services and Leadership Development Training for Non-Profit Organizations

Killings Communications Leadership Training and Development delivers a monthly service offering to non-profit organizational leaders and team members whose mission is to solve social, political, or economic problems within the communities they serve.

By developing an effective, strategic communications plan and executing that plan based on proven data results, each non-profit organization will increase in brand awareness, increase in funding for each one's mission, and build long-term relationships with key stakeholders.

When working with non-profit organizations as a Communications Specialist, Coach Felecia teaches leaders and their teams how to execute her signature communications plan: *The Killings Communications Formula*. This plan includes:

- Evaluating an organization's current vision, mission, and core message to determine its effectiveness;
- Developing a branded motto and signature keywords that become the monikers of an organization's national movement;
- Creating an aggressive 12-month marketing plan that encompasses email marketing, blogging, book publishing, and social networking;
- And connecting with independent and mainstream media outlets to each organization to national heights.

More specifically, the *Killings Communications Formula* will be conducted in three (3) phases with a 12-month minimum execution:

Phase I: Executing an Audit of the Organization and Developing a Possible Rebranded Brand Story and Messaging That Reflects the Expanded Vision

- The Client and Coach will work together to define or redefine the vision, mission, and core message of the non-profit organization.
- The Client and Coach will collaborate on the specific financial goals he/she wants to reach over the next 25 years for the non-profit organization, and will determine how this effective communications plan will facilitate that process.
- The Client and Coach will define or redefine the brand and tone of the non-profit organization.
- The Client and Coach will conduct market research about the ideal customer, member, or reader to determine the proper content to

produce that solves their problems and promotes the non-profit's thought leadership.

Phase II: Executing an Aggressive Organic Marketing Plan

- The Client and Coach will discuss strategies for creating community-building engagements using email marketing, blogging, and newsletter writing via substack, the organization's email provider, or a niche social network.
- The Client and Coach will develop a plan for publishing new ebooks that elevate the non-profit organization's thought leadership.

Phase III: Evaluating the Communications Plan for Effectiveness and Replicating Successes for Automation

- The Client and Coach will evaluate the successes and challenges of the Communication's Execution and will determine next steps for scaling based on the evaluation.

This contract affords the Client monthly access to Coach Felecia's training, which is housed inside [Killings Communications Leadership Network](#).

Leadership Network access include:

- Coach Felecia's weekly Communications articles that detail strategic methods for building and enhancing the organization's communications efforts (published every Monday);
- Coach Felecia's weekly Communications LIVE Q&A webinars (hosted every Saturday);

- And a community of like-minded leaders who need support, encouragement, and fellowship as they fulfill their God-given purpose.

In addition, this contract affords the Client one of the following four (4) communications services based on the Client's monthly needs:

1. Killings Communications Starter Package: \$250/month
 - a. Leadership Network Access
 - b. Email Marketing: 2 monthly newsletters
2. Killings Communications Intermediate Package: \$500/month
 - a. Leadership Network Access
 - b. Email Marketing: 2 monthly newsletters
 - c. Blogging: 1 long-form article
3. Killings Communications Advanced Package: \$1,500/month
 - a. Leadership Network Access
 - b. Email Marketing: 4 monthly newsletters
 - c. Blogging: 1 long-form article
 - d. Book Publishing: 1 ebook
4. Killings Communications Enterprise Package: \$3,000/month
 - a. Leadership Network Access
 - b. Email Marketing: 8 monthly newsletters
 - c. Blogging: 4 long-form articles
 - d. Book Publishing: 1 ebook

*For all packages, Coach Felecia agrees to provide network access to the non-profit organization's primary leader and to copywrite 2-8 email newsletter campaigns up to 500 words each.

*For Advanced and Enterprise packages, Coach Felecia agrees to ghostwrite long-form blog articles (2000 words each) and an ebook and workbook (up to 4,000-5,000 words each) specific to the non-profit organization's mission. Each ebook can be published each month under the non-profit organization's name, and sold to members and donors at the pricing of their choosing.

I, _____ (the Client), acknowledge that I understand and agree with the Communications Services described in Section 1 of this Agreement.

Section 2: Description of the Planning and Organizing Phase

The Planning and Organizing Phase will consist of Coach Felecia assisting the Client in developing a Communications Plan based on the package the Client chooses.

The Client will be granted one (1) 60-minute Zoom session with Coach Felecia to discuss this plan and the editorial calendar. At that time, Coach Felecia will grant the Client access to [Killings Communications Leadership Network](#), where the Client can engage in all current and future lessons and webinars.

I, _____ (the Client), acknowledge that I understand and agree with the Planning and Organizing Phase as described in Section 2 of this Agreement.

Section 3: Description of Weekly Coaching Webinars

Every Saturday, from 1:00 pm - 2:30 pm EST, the Client (or one of the team members) can attend Coach Felecia's LIVE Q&A Webinars. This is a complementary service available to all Network members. It is a first-come, first-served opportunity to have questions answered specific to the Client's communications goals.

I, _____ (the Client), acknowledge that I understand and agree with the Training Services as described in Section 3 of this Agreement.

Section 4 Completion of Tasks and Deliverables

For all packages, Coach Felecia agrees to provide network access to the non-profit organization's primary leader and to copywrite 2-8 email newsletter campaigns up to 500 words each. **Each month's communications services will be delivered to the Client within 7-10 business days.**

For Advanced and Enterprise packages, Coach Felecia agrees to ghostwrite long-form blog articles (2000 words each) and an ebook and workbook (up to 4,000-5,000 words each) specific to the non-profit organization's mission. Each ebook can be published each month under the non-profit organization's name, and sold to members and donors at the pricing of their choosing. **Each month's communications services will be delivered to the Client within 14-21 business days.**

I, _____ (the Client), acknowledge that I understand and agree with the Completion of Tasks as described in Section 4 of this Agreement.

Section 5 Payment Schedule

To receive access to Coach Felecia's communications services and *Killings Communications Leadership Network*, the Client agrees to pay Coach Felecia the same fee each month as determined by their choice package.

1. Killings Communications Starter Package: \$250/month
 - a. Leadership Network Access

- b. Email Marketing: 2 monthly newsletters
- 2. Killings Communications Intermediate Package: \$500/month
 - a. Leadership Network Access
 - b. Email Marketing: 2 monthly newsletters
 - c. Blogging: 1 long-form article
- 3. Killings Communications Advanced Package: \$1,500/month
 - a. Leadership Network Access
 - b. Email Marketing: 4 monthly newsletters
 - c. Blogging: 1 long-form article
 - d. Book Publishing: 1 ebook
- 4. Killings Communications Enterprise Package: \$3,000/month
 - a. Leadership Network Access
 - b. Email Marketing: 8 monthly newsletters
 - c. Blogging: 4 long-form articles
 - d. Book Publishing: 1 ebook

All payments will be processed through Stripe via the *Killings Communications Leadership Network*, which can be found at <https://kcleadership.mn.co/>. The packages are published on the site and the monthly fee will automatically be deducted from the Client's account each month once the client has submitted the first payment.

Please note: Refunds are not issued for service-based offerings, monthly training, and monthly membership..

I, _____ (the Client), acknowledge that I understand and agree with the Payment Schedule and Work Routine as described in Section 5 of this Agreement.

Section 6 Non-Profit Organization's Rights, Royalties, and Responsibilities

100% of all proceeds generated by the purchase of the Client's published ebooks on the Client's website or email list will go directly to the Client. The Client assumes the right to use his/her published work as he/she sees fit.

Coach Felecia reserves no right to receive any proceeds from the sale of the Client's ebooks. Her name, however, will be listed on the copyright page of each ebook as "Book Publishing Advisor and Editor."

I, _____ (the Client), acknowledge that I understand and agree with the Client's Rights, Royalties, and Responsibilities as described in Section 6 of this Agreement.

Section 7 Termination of Contract

This agreement may be terminated by either party in the event of material change of circumstance, with 7 days' notice sent in writing to the other party via email at CoachFeleciaKillings@gmail.com.

If Coach Felecia terminates the agreement, she will maintain all payments paid by the Client for work done up to the date of termination. In return, she agrees to complete any work that has been paid for by the Client. If Coach Felecia neglects to provide the work that was paid for by the Client up until the day of termination, the Client reserves the right to open a conflict resolution case with Stripe, which will then work with the Client to resolve the issue and distribute a refund.

If the Client terminates the agreement, Coach Felecia maintains all payments paid by the Client for work done up to the date of termination. Coach Felecia reserves the right to provide no further services after the official date of termination made by the Client. At such time, the Client will also be removed from *Killings Communications Leadership Network*.

No refunds will be issued to the Client for completed services up until the day of termination.

Applicable Laws:

The terms of this agreement shall be interpreted according to the laws of Georgia, United States. This contract may be changed only by written agreement between The Foundation, its representatives, and the Client and constitutes the only agreement between the parties.

Any and all changes discussed verbally shall immediately be followed through with a written notice (via email: coachfeleciakillings@gmail.com) so that both parties are on the same page.

Signed by the parties to this agreement on _____
(date).

Signature: *Felecia S. Killings*

Coach's printed name: Felecia Killings

Client's printed name: _____

Client's Signature: _____