

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.

For political leaders with conservative values, I teach my clients how to provide political education and access on the Right to Black voters across the nation. Through *The Conscious Conservative Movement Leadership Training and Development*, my leader-clients learn how to build their political platforms that reach millions of people online with their empowering message. In addition, they develop advanced skills in performing the nation's top Black Outreach efforts that empower Black communities, help secure conservative victories each election cycle, and build the Conservative Alliance nationwide.

When working directly with each leader, I teach them how to identify their God-given calling; how to identify their place in the social, political, or economic spheres; how to identify their core message that will reach the specific people God called them to empower; how to package their expertise in book format and become a top-tier thought leader in their niche; and how to bring revival, reformation, and the renaissance to communities nationwide using the written and spoken word.

Below, you will find a copy of *The CCM Leadership Training and Development Agreement Form*, which provides specific details of my coaching services and book-publishing offerings.

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

The CCM 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 Client’s leadership training and development for his/her political platform.

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

- Learn how to apply spiritual laws and Kingdom principles for optimal success
- Learn how to establish and launch a political platform using the written and spoken word
- Learn how to effectively run for office based on a successful communications plan
- Learn how to perform effective outreach to sell conservatism locally and nationally
- Learn how to become an effective public speaker who delivers the values of Conscious Conservatism in independent and mainstream media
- Learn how to walk in leadership boldly and fearlessly
- Learn how to build an expansive online platform to help educate and empower other Conservatives
- Learn how to generate income for their work using book publishing and the donations-based business model so they commit to their calling part-time or full-time
- Learn how to handle hardships, challenges, smear campaigns, and more as local, state, or federal leader
- And so much more!

Section 1: Description of Leadership Training and Development for Women Leaders

For political leaders with conservative values, Coach Felecia teaches her clients how to provide political education and access on the Right to Black voters across the nation. Through *The Conscious Conservative Movement Leadership Training and Development*, clients learn how to build their political platforms that reach millions of people online with their empowering message. In addition, they develop advanced skills in performing the nation's top Black Outreach efforts that empower Black communities, help secure conservative victories each election cycle, and build the Conservative Alliance nationwide.

When working directly with each leader, Coach Felecia helps them;

- Identify their God-given calling;
- Identify their niche in the political sphere;
- Identify their core message that will reach the specific people God called them to empower;
- Package their expertise in book format and help them become a top-tier thought leader in their niche;
- And bring revival, reformation, and the renaissance to communities nationwide using the written and spoken word.

In addition, as each Client progresses in the entire program every year, Coach Felecia helps them:

- Create the mindset for their success as an author;
- Develop the business plan for their authorship, which entails the vision and mission statements;
- Identify the message they're called to deliver;
- Identify the people they're called to empower;
- Identify the core story they will use in their book to highlight the core message or expertise;
- Learn how to write a manuscript up to 20,000 - 25,000 words;
- Create launch events for their books, brand, and political platform;

- Develop a long-term content creation platform that houses 1,000+ loyal readers/fans/prospects/subscribers/donors using blogging as a marketing form;
- Evaluate their vision, mission, and core message at the end of each year to determine its effectiveness;
- Develop a branded motto and signature keywords that become the monikers of their national movement related to the specific political topic that their brand will dominate;
- Create an aggressive 12-month marketing plan that encompasses email marketing, blogging, book publishing, and social networking;
- And connect with independent and mainstream media outlets to bring their thought leadership to national heights.

Each leader will receive full training and development each year through the following services:

- The CCM Weekly Leadership Workshops (\$50/month):** The Client will engage in Coach Felecia's LIVE Webinar series every Friday (or watch all replays), which delve deeply into the principles and methods of Kingdom-based leadership. The Client will learn practical principles for launching his/her political platform that will help one gain notoriety and thought leadership in this conservative space. In addition, the Client will receive complimentary access to Coach Felecia's best-selling resource, *The Conscious Conservative Book Collection*. As a continual member, the Client will receive each new edition of all 5 eBooks at no additional cost. Additional lessons presented in the Network include:
 - Strategies for creating community-building engagements using email marketing, blogging, and newsletter writing via substack;
 - Laying the foundation for the Client's authorship to help expand and fund his/her current platform consistently;
 - Constructing 1 empowering book each year;
 - Building a new content creation system that allows the Client to scale his/her political platform each year;

- Publishing the Client's books using Kindle Publishing Services and/or his/her own website;
- And creating a coaching program that helps scale the Client's political platform.
- The CCM Leadership Convention (\$500):** The Client will attend Coach Felecia's annual leadership convention every October in Atlanta, GA. Our exclusive, 3-day event provides the perfect opportunity to meet and network with our community. This event offers hands-on, practical training from leading experts in conservative politics, including names such as Sonnie Johnson, Kevin Daniels, Kelvin and Janelle King, and many others. In addition, each year Coach Felecia hosts the Great Debate where the Client will learn how to effectively win on the battlefield of ideas and sell conservatism effectively in his/her community.
- The Write Conservative Publishing Package (\$1500):** Book publishing is the #1 method for establishing the Client's political thought leadership in this conservative space. As an author, the Client will inevitably open new doors of opportunities with his/her book, and *The Write Conservative Publishing Package* contains everything one needs to become a published author in 90 days. Additional lessons in this publishing package will:
 - Help the Client define or redefine the vision, mission, and core message of his/her political platform;
 - Help the Client identify specific financial goals he/she wants to reach over the next 25 years;
 - And help the Client perform market research about the ideal customer, member, or reader to determine the proper content to produce that solves their problems and promotes the Client's thought leadership in the political sphere.

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

Leadership Network access includes:

- Coach Felecia's weekly CCM leadership articles (published every Monday);
- Coach Felecia's weekly CCM leadership LIVE Q&A webinars (hosted every Friday);
- And a community of like-minded leaders who need support, encouragement, and fellowship as they fulfill their God-given purpose.

I, _____ (the Client), acknowledge that I understand and agree with the Training 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 Political Platform Plan at the start of his/her monthly training.

The Client will be granted one (1) 60-minute Zoom session with Coach Felecia to discuss this plan. At that time, Coach Felecia will grant the Client access to [The CCM Leadership Network](#), where the Client can engage in all current and future lessons and webinars once the first month's payment has been sent.

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 Friday, from 1:00 pm - 2:30 pm EST, the Client 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 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

Every Monday, the Client will receive a new CCM article that focuses on key topics addressed in Section 1. Each article will be published inside the Leadership Network and will include a small weekly activity that helps the Client apply the teaching.

Every Saturday, the Client will receive an exclusive invite to join Coach Felecia's LIVE CCM webinar to answer questions related to the Client's work.

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 *CCM Leadership Training and Development* services, the Client agrees to pay Coach Felecia:

- \$50/month for monthly access to *The CCM Leadership Network* (due immediately at <https://ccmleadership.mn.co/>)
- \$500 for annual access to *The CCM Leadership Convention* (due by September 1st of each year).
- \$1,500 for annual book-publishing services for 1 book per year (due by September 1st of each year).

All payments will be processed through Stripe via *The CCM Leadership Network*, which can be found at <https://ccmleadership.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 Client's Rights, Royalties, and Responsibilities

100% of all proceeds generated by the purchase of the Client's published books 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 books. 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 *The CCM 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 Coach Felecia Killings; Coach Felecia Killings Omnimedia, Inc.; 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: _____