



CCM LEADERSHIP CONVENTION GUIDE

Teaching Rising Leaders How to Build,
Launch, and Establish Their Thought
Leadership in the Social, Political, and
Economic Spheres

by Coach Felecia Killings



Introduction

“Thought Leadership is the art of influencing the masses to make substantial changes that bring healing, deliverance, and empowerment on a local, state, or national level. Using the power of the written and spoken word, thought leaders convey their expert knowledge through carefully crafted content that delivers actionable solutions to our world's most challenging problems.” - Coach Felecia Killings

What does it mean to be a leader?

While the world has its own definition of authentic, dynamic leadership, the Scriptures teach us how to be first in the Kingdom of God.

This matters greatly because this Kingdom is an unshakable one, a permanent one, and one that will certainly mark you in this Earth.

I know this Kingdom well, and I preach about its presence readily throughout my platform.

I love this Kingdom, because its principles work when we apply them correctly.

This same Kingdom has given us tools to sharpen our minds so we become effective witnesses and agents in the Earth.

Nothing I teach comes from mere head knowledge, either.

Every lesson I deliver emerges from actual experience and is supported by the stories written in the Scriptures.

When the Holy Spirit confirms the Word I deliver, He solidifies the message so people just like you, Beloved, understand His Word and His power are real today.

And when we practice His Truths and implement His ways, we experience a full life.

Not only that, but He will quicken us to be sharp, wise, bold, audacious, humble, and powerful in whatever industry we dominate.

In other words, He will show us how to be most effective as leaders, especially during a time when our nation is at its worst.

Dr. Myles Munroe once said, "We need leadership that comes from another place that impacts Earth. We need leadership that can tap into a power that's beyond our limitations."

These statements ring true for us, especially now within these social, political, and economic spaces.

In 2016, I set out to prove to people -- PUBLICLY -- that we can tap into the Holy Spirit, gain accurate insight from Him regarding what's to come, use that insight to prepare strategies to help our communities, and then witness the greatest move of God.

I did not keep this Wisdom from anyone. I FREELY shared the Word to thousands on my platform.

I proved that in this hour, God would raise up leaders from "the least among us" who have hard, scandalous, difficult stories. He would use their voices to make an impact, because they have been forgiven of much.

Therefore, they will love harder.

The bedrock of the Conscious Conservative Movement has been to SHOW rising leaders how this can be done, regardless of their story.

God would bring them to the heights of their industry as long as they remember HIM at that level.

But the second pride takes root in their hearts, He would cut them off.

Why?

Because in this next revival and reformation, not a single man or woman will get the glory.

This is a lesson I will continue teaching as more rising leaders find their way to our Movement and Ministry.

Leadership at this level calls for complete submission to the Holy Spirit's core principles.

This includes practicing:

1. The Law of Love
2. The Law of Mercy and Grace
3. The Law of Reconciliation
4. The Law of Truth and Justice
5. The Law of Faith
6. The Law of Attraction
7. The Law of Action
8. The Law of Thanksgiving
9. The Law of Forgiveness
10. The Law of Sowing and Reaping

Leaders in this hour cannot fail to implement these spiritual laws as they seek to lead others, including you, Beloved.

And if you desire to manifest your full calling and potential, here is a lesson that will help you identify key traits that turn ordinary people into extraordinary leaders.

- Extraordinary leaders possess a servant's heart. In Mark 10:43, Jesus spoke of this when He said, "Whoever wants to become great among you must be your servant." What a sobering message for anyone looking to be at the forefront. Too often, people mistake leadership for "influencer status." They equate leading others to how many social media followers they have. But that is not true leadership when none of those followers have been taught to tap into their own gifts and calling. Extraordinary leaders provide a service to the people God brings their way. They teach or train them to manifest their excellence while they still live. This is why certain leaders are elevated and remain. Their value to their communities is never-ending.
- Extraordinary leaders possess integrity. Integrity is defined as the "quality of being honest and having strong moral principles." Arguably, those we consider good leaders are the ones who maintain a level of honesty in their dealings with others. Integrity keeps us from sinning against the people we're called to empower. It also keeps us from sinning against fellow leaders in our spheres of influence. Integrity is most often tested when all hell breaks loose or when temptations arise that cause us to compromise our moral values for temporary pleasures. But for extraordinary leaders, we make integrity our pillar so we continue expanding our influence.
- Extraordinary leaders possess a willingness to pay the price for their calling. Leadership is costly. I'm not talking about the occasional slander most "leaders" experience as a result of their public platforms. I am talking about the entire sacrifice one must pay for the calling God placed on them. Sometimes this calling compels us to give up house, family members, friends, loved ones, or money just to fulfill the purpose. That "price" will look differently for all of us. For me, the price included leaving everything familiar to me and moving to a new land where I knew the calling would flourish. That "price" also included sacrificing the comforts of my private life to embrace a public one, knowing how the virtual space blasted my name. But to each one who willingly pays the price, we have this promise: "No one who has left home or brothers or sisters or mother or father or children or fields for me and the gospel will fail to receive a hundred times as much in this present age: homes, brothers, sisters, mothers, children and fields—along with persecutions—and in the age to come eternal life" (Mark 10:29-30, emphasis added).

- Extraordinary leaders possess a heart for the lost. They are consumed with passion for a segment in society that's struggling. They desire strongly to see that segment prosper; and the vision to bring the lost into the light consumes them daily.
- Extraordinary leaders possess Wisdom and Understanding regarding their chosen industry. It's not enough to have a heart for the lost or to have a desire to help others. Extraordinary leaders are those who also have keen insight, understanding, and awareness of the industry in which they are called. Expert knowledge in a selected field is crucial for building trust among the people and establishing credibility among other fellow leaders.
- Extraordinary leaders know how to set their face like a flint. This phrase is powerful in that it demonstrates a leader's potential to be hard-pressed against oppositions. In Isaiah 50:7, the prophet declared, "Because the Sovereign Lord helps me, I will not be disgraced. Therefore have I set my face like a flint, and I know I will not be put to shame." To better understand this analogy, you must know what a flint is. By definition, it is a hard form of the mineral quartz. It is used to light fires. Although it is capable of such a task, a flint is also fragile and should not be exposed to excessive heat or else it will fracture. In order to combat fragmentation, a flint can be "heat-treated" gradually by being exposed to intense heat over a period of time. This will make the flint cleaner and sharper, able to produce better quality tools. The lesson here: Every extraordinary leader will inevitably encounter obstacles and hardships that will try to destroy him. Therefore, leaders must set their face like a flint. Though the opposition's fire may be hot, God will cause these leaders to become cleaner and sharper in their gifts while making a greater impact in their sphere because they did not fracture under fire.

- Extraordinary leaders possess "quiet power." There is a time and season for everything. A time to speak and a time to remain quiet. Extraordinary leaders understand these "seasons" and move accordingly as the Spirit leads. Yet, even in quiet times, these leaders still exercise power. Oftentimes, this quietness is spent in prayer, reading, meditation, or contemplation. These are generally the moments when a fresh idea or new word comes to us to help us deliver a solution to a problem. Our silence in these moments is not weakness but rather strength of character, because extraordinary leaders need not be loud or boisterous to influence others. We are action-minded, and when the time to speak arises, we deliver Wisdom and Understanding that comes from "a place beyond man's limitations."
- Extraordinary leaders surround themselves with a council of elders. Even in our greatest accomplishments, when we have manifested great wonders, extraordinary leaders turn to their council of elders to guide them. At this level of leadership, it's easy to fall victim to pride and arrogance. When we see so many wonderful feats manifesting as a result of our voices, temptation causes us to think more highly of ourselves than we ought. The worst move we can make as leaders is "believing our own press." For this reason, a council of elders is always necessary to keep us humble; to remind us that nothing we have today is a result of only our efforts, but God's gifting and grace. Elders provide Wisdom to us on another level. They remind us to love our enemies when all we want to do is throw fire at the ones who betrayed us. Elders remind us to stay committed to the calling. They place restrictions on us to keep us from falling into temptations that will take us off course. Elders are our encouragement when the people we've helped the most turn their backs on us. They are the empowering voices in our ears when we are contemplating aborting our assignment. A council of elders is necessary for a well-balanced leader.

- Extraordinary leaders think on higher planes. They are intimately acquainted with core spiritual laws and principles, and they apply these elements to their lives daily. They practice these laws, which keeps their minds focused on higher things. For this reason, the public watches us display extraordinary feats. We do this, not because of our own human strength, which is fragile, but because we've learned to think like God.
- Extraordinary leaders understand the power of persecution and use it to their advantage. There is a saying: "All press is good press, even if it's bad." Each time extraordinary leaders endure public persecution, more attention is brought to their platforms, their movements, or their ministry because the general public is nosy and gullible. While persecution may cause some people to scatter, it has a unique way of drawing more people to the core message a leader preaches. How that leader handles persecution determines a lot. Will she abandon the call to ease the tension? Or will she continue the work and watch her influence expand? Those who understand the power of persecution function differently, for they have learned to leverage every ounce of attention to push forth their God-focused vision.

Leadership is not always innate.

It can be taught, but it will require your active obedience to the instructions given to you.

While everyone is capable of leading in some way, the majority of the human population will relegate themselves to a "follower's status" because the price is too high.

Most people will never tap into their greatness or ingenuity because the fire gets too hot.

But that's why so much turmoil runs rampant in our communities and our nation...

...because people won't rise to the challenge...

...because people won't lead...

...because people won't be exactly what God called them to be.

This ought not be so among those affiliated with the Conscious Conservative Movement or The Foundation's ministry.

You have a calling. You have a story. You have an assignment that will impact people locally.

I pray, Beloved, that you make the choice today to be extraordinary.

Forget your fear for a moment, and ask yourself whose life will be transformed as a result of your obedience.

Whose life is hanging in the balance because you choose to ignore the prodding you feel right now as you read this leadership lesson?

What are you called to do, and are you willing to pay the price to see that calling manifested?

While you may never know the extent of your legacy, Heaven is always recording.

There are rewards available right now if you decide to walk in your purpose.

inspiration

STAY FOCUSED
stay determined
AND NEVER
give up

today



TEACHING RISING
LEADERS THE 9 PILLARS
FOR BUILDING AN ONLINE
BUSINESS, VIRTUAL
MINISTRY, OR POLITICAL
PLATFORM AROUND THEIR
THOUGHT LEADERSHIP

Online businesses, virtual ministries, and political platforms are a part of the new wave of revival and reformation. Leaders who feel called to empower a certain segment of the world can bring their empowering message to the virtual space. Through the written and spoken word, leaders can create an online communications and media platform, complete with a system of operations that brings their message to millions online. In addition, they can build a stream of income using book publishing, online classes, and coaching programs to fund their God-given mission.

In this next section, you will learn the nine building blocks or pillars for establishing your leadership platform.

Pillar 1: Your Vision

According to BusinessDictionary.com, a vision is "an aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action."

Another definition follows: "A vision statement for a company or organization focuses on the potential inherent in the company's future, or what they intend to be."

When working with my clients, the first lesson I teach is about identifying the vision God gave them. This vision can be as small or vast as they desire. Some visions are for local reach while others are for a national or international platform.

No matter the size, vision is important.

But before my clients can expect to launch a successful platform, they must clearly articulate their vision so people can eventually run with it.

When constructing your vision statement, consider your aspiration for your virtual platform. How will your vision solve a problem that transforms lives?

Ask yourself:

- Where do I see myself and my work 25 years from now?
- What do I want my legacy to be, even after I leave this earth?
- What is God showing me in terms of the kind of work I must do to help expand His Kingdom power in the earth?
- What is my purpose and how will my work be an extension of it?

These are just simple questions to ask, and your answers will eventually frame the overall structure you have for your virtual ministry.

To give you an example of what I mean, here is the vision for my virtual ministry: "The vision of Coach Felecia Killings Omnimedia, Inc. is to be the premier online platform that transforms ordinary people into extraordinary thought leaders."

Pillar 2: Your Mission

The second pillar is to clearly identify and articulate the mission of your virtual ministry.

According to BusinessDictionary.com, a mission statement is a "written declaration of an organization's core purpose and focus that normally remains unchanged over time."

It can "serve as a filter to separate what is important from what is not, clearly states which market will be served and how, and communicates a sense of direction to the entire organization."

To discern between the vision and mission statement, think of one as the cause and the other as the effect.

Within your mission statement, include information that will demonstrate how your ministry's goals will empower your readers and future clients. In addition, include quantifiable information to help you pinpoint your target goals throughout your ministry's lifetime.

Here is the mission statement for my virtual platform: "The mission of Coach Felecia Killings Omnimedia is to equip rising thought leaders for their God-inspired work. Each week, we show them how to develop and expand their social, political, or economic visions on a local, state, or national level using the written and spoken word. Over the next 25 years, we will advance our mission by helping 10,000 Conservative Voices launch and scale their online businesses, virtual ministries, and political platforms using Coach Felecia's premium training. Through her online courses, coaching programs, annual events, and communications services, each client will become a top-tier thought leader who brings revival, reformation, and the renaissance to the communities they serve."

Pillar 3: Your Message

To truly thrive, you must identify a clear message that will serve as the hallmark of your leadership brand and platform. This message will mark you as the go-to expert on a specific topic; and this message will elevate your platform to the heights in your industry ... when you apply the remaining pillars of this teaching.

Within my online platform, my core message focuses on revival, reformation, and leadership development in the social, political, and economic spheres. Another way I state it: "At Coach Felecia Killings Omnimedia, Inc., we believe everyone has a part or share in this great Kingdom work. We believe every person can manifest his or her calling when the right training is provided. And we believe now is your time to act so lives are changed for the better."

This message resounds throughout all my content, including my tweets, blog posts, podcast episodes, books, events, coaching programs, and online courses. My general message serves as an umbrella for the various topics I address, which include:

- Mastering the written and spoken word
- Storytelling and book publishing
- Understanding Kingdom laws and spiritual principles
- Knowing God the Holy Spirit
- Becoming a top-tier thought leader
- Conservatism and Black Outreach
- And all the subtopics generated from these terms

When thinking about your core message, consider the following questions:

- What do I feel God is leading me to address in my industry?
- What do I see as a major issue in my industry?
- What simple, yet empowering message can I bring to this space so lives are changed for the better?

After you have constructed your clear and concise message, you are prepared to develop different media that empower your targeted audience on certain platforms.

Pillar 4: Your Content Creation Machine

Once you have identified your core message, it's time to create bite-sized content and long-form pieces that broadcast it.

In 2016, after receiving instructions to launch my virtual ministry, I created a Facebook group to share my message with women. During my LIVE teachings and social media posts, I began sharing more about the history of American revivals and what God intended to do this next round.

I often shared how God would use the "least of these" to carry out His work in this end-time. He would empower those whom society rejected and elevate them to the highest heights because they have a message for a specific segment in society.

The more I shared these teachings, the more my Facebook group grew. As God began urging me to incorporate politics in my message, my platform expanded exponentially within the conservative space.

The bite-size content I produced on social media drew an audience to my platform whom I never expected. As the people engaged with my material, the social media algorithms boosted my messages into the conservative political space.

At that point, I recognized that my core message was not simply for the women in my Facebook group, but for millions of people who needed to know how to do things God's way to get His results.

Pillar 5: Your Audience, Its Needs, and Additional Content

What you will notice from the previous pillar is the shift that happened in my initial audience. Whereas I expected my core message to only hit a small group of women, God's purpose was to bring my voice to the nation.

As you begin sharing your core message, you will discover the type of audience that is attracted to your message.

Your audience may consist of other women. It may be single mothers. It may be widows.

In my case, it was the entire Conservative Movement.

As you attract your niched audience with your specific message, pay attention to their demographics.

Are they married? Single? Teenagers? Single parents?

Do they work? Own a business? Own a home? Have part-time or full-time job?

More importantly, what are their pain points? What needs do you observe among them?

In my case, I clearly recognized Conservatives' inability to make strong connections with Black voters, who are the most conservative voting bloc in this nation. I noticed how Republicans often used anti-Black messaging to appeal to their audiences, whom they genuinely believe are extremely racist.

As I noticed these patterns, I began crafting long-form content on my website's blog and guides. Each article, ranging from 2,000 to 5,000 words, spoke to these issues and presented a better alternative to the current political talking points. I recognized within my Beloved audience how many could not understand why they were constantly accused of being racist, despite them repeating racist talking points that got them slapped in these political streets.

Through my blog posts, I helped my audience understand Black History, Black Conservatism, and the current Republican Party's push to keep Black voters away. The more I taught Beloveds about the nonsense, the more they rejected the lunacy on the Right. As a result, racial barriers were broken and today we see more White Conservatives and Black voters building a political alliance.

As you identify the type of people God brings to your leadership platform, understand your bite-sized content will need to take on more depth and insight.

That's where blogging comes into the picture.

Your blog serves as your content marketing machine that produces empowering content to solve your audience's problems. And through this marketing channel, you can seamlessly embed your product (i.e. book) and services (i.e. new coaching program) so potential buyers and clients view you as the go-to expert.

Pillar 6: Your Solution

As you develop a better understanding of your audience, and you recognize their pain points, it's time to present your solution that helps them meet a specific goal.

Packaging that solution will come in the form of your books, coaching programs, events, speaking engagements, and courses.

As with any offering, you'll want to develop a system that will help your readers and clients achieve a goal. The more you engage with your audience on a daily basis, the more they will see you as an expert and hire your services or other offerings.

Pillar 7: Your Monetization Strategies via Book Publishing, Online Classes, Coaching Programs, and More

When developing your leadership platform, it's important to consider the various ways to generate funding for your work.

In the online space, there are hundreds of methods for earning part-time or full-time income. When working with my clients, I teach them to focus on seven streams of income that eventually work together to build an economic empire that supports their social or political platforms.

1. Book Publishing
2. Online Courses
3. Coaching Programs
4. Events and speaking engagements
5. Service-based offerings
6. Premium niche social networks
7. Premium newsletters and sponsorships

Creating multiple streams of income provides a double blessing: 1.) Each member of your audience will want to engage and support your platform in one or more ways; and 2.) you will have different pathways of earning money without relying exclusively on one source.

Let's talk book publishing, for example.

For the most part, the vast majority of the general public will never read a book. That includes your book, *Beloved*, and that's okay.

Book publishing is a monetization and marketing strategy that serves as a "business card" to the industry you want to dominate. Only other leaders, top executives, and avid learners will purchase books to enhance their learning or to discover new leadership talent in the market. This is why book publishing is viewed as the hallmark of establishing thought leadership and authority in the online space.

When becoming a published author, you must see your books in this light. Never focus on book sales, because that is not where the money resides. Instead, see your books as the key that opens other doors of opportunities. Use your books as a method to sell your higher-ticket offerings such as your online courses, coaching programs, events, speaking engagements, and service-based offerings.

Let your books also create new opportunities to be featured in independent and mainstream media. This strategy is what enabled me to be featured in conservative media several times over, including FOX News, the #1 outlet for Republicans and Conservatives to reach millions of people.

Again, do not focus exclusively on book sales. But compose and publish multiple books related to your platform's core message so you become the go-to expert in your industry and field.

And then consider how your audience prefers to receive solutions to their pain points through your other offerings. For example, if you want to build a community around your core message, consider launching a premium membership site or a niche social network.

If your audience is more inclined to work with you as a direct coach, consider creating online classes, webinars, and coaching programs. The key is to know your audience well, discover their preferred method of learning and transformation, and develop the program and system that gives them what they need.

This is how you start generating part-time or full-time income for your leadership platform.

Pillar 8: Your Network

Your leadership platform's rise will largely depend on your ability to network effectively with the influencers and key decision makers in your niche.

The more content you produce on a consistent basis, like blog posts or videos, the more you establish credibility and authority on your given topic and message. This inevitably attracts other leaders, who will want to partner with you.

I have seen this play out repeatedly within my leadership platform over the last four years. My content has been the vehicle I used, which put me in connection with politicians, FOX media personalities, and more.

The connections or networks you build right now will be a crucial element of your success long-term.

Pillar 9: Your System of Operations

Once you have laid the foundation for your leadership platform, you must then create your system of operations so it runs smoothly.

This includes creating a content creation machine, a routine, and a work schedule.

This includes developing your sales funnel to receive ongoing buyers and clients; and much more!

Keep in mind: Building your system of operations will take about 18-24 months to perfect (when you have the right training). In the beginning stage, you will learn a lot about the virtual space, how to function efficiently here, and what monetization methods are right for your platform. It will take years to establish a solid network that will support and elevate your platform. So, be patient with yourself and this work.

The #1 strategy for obtaining faster results is to work directly with a coach who has achieved the results you desire. And once that takes place, be willing to invest daily in your leadership platform so you grow your online empire.

To learn how you can get started in this process with my help, visit my service page. I offer 1-to-1 coaching sessions, leadership networks, online classes, book publishing and communications services, and events for my clients who are ready to dominate their thought leadership. And I would love the opportunity to help you manifest your vision in the social, political, or economic spheres.

Until next time, Beloved, be blessed.

And as always, let's grow together!

- Coach Felecia Killings

daily reminder

**KEEP
CHASING
YOUR
DREAMS**

@COACHFELECIA



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REGISTER FOR THE CCM LEADERSHIP CONVENTION

Join Coach Felecia Killings and her guest speakers for our annual 3-day event hosted in Atlanta, GA.

Sponsored by The Felecia Killings Foundation, The CCM Leadership Convention will help rising leaders like you establish powerful thought leadership in the social, political, and economic spheres.

During our intensive training, you will learn key principles that will help you bring your ideas to the national forefront. Event topics include:

- Learning key strategies for effective leadership based on Kingdom laws and spiritual principles;
- Learning how to bring your voice, your message, and your mission to the national forefront;
- Networking with key leaders in your industry;
- Accessing independent and mainstream media outlets to deliver your empowering message;
- Improving your public speaking skills so your messages are conveyed clearly and succinctly in media;
- Identifying key social, political, and economic issues and creating effective, solutions;
- Packaging your solutions in book format so you build credibility and authority in your industry;
- And so much more!

ABOUT COACH FELECIA KILLINGS

Felecia Killings is the Founder and CEO of The Felecia Killings Foundation, a Conscious Conservative think tank and coaching organization that trains rising leaders for full activation in the social, political, and economic spheres. Through her training hosted on her website, her podcast, her leadership network, her social media platforms, her books, and her annual leadership convention, she equips leaders with spiritual and practical tools that help them bring revival and reformation to the communities they serve.

Felecia Killings founded The Foundation in 2018 to empower rising leaders with advanced training that help them manifest their God-given purpose. She teaches her leader-clients how to develop their leadership platforms, create national movements, publish best-selling books, and perform effective outreach and evangelism so lives are changed for the better.

Felecia Killings is a best-selling author, award-winning coach, ordained minister, and communications specialist with 10+ years of experience working in media relations, publishing, and editorial development. Her keen insight has helped leaders and organizations reach millions of people with their vision, mission, brand, and core message using the power of the written and spoken word.

Felecia Killings is a powerful leadership coach to ministry leaders, community leaders, coaches, nonprofit leaders, and conservative political leaders. Her methods for equipping her clients are based on applying universal principles that guide human behavior and interaction. Her core philosophy stems from the principles of Conscious Conservatism, which include the Law of Love, the Law of Grace, the Law of Faith and Power, and much more.

By implementing these values into her work and her clients' projects, she has helped elevate their brands and thought leadership to national heights.

Felecia Killings is also the Founder of The Conscious Conservative Movement, a virtual movement that demonstrates how these spiritual laws and practical principles can be applied in the social, political, and economic spheres. Her empowering message has pierced through the conservative political space, which has brought nationwide attention to the need for more effective Black Outreach within the Republican apparatus. By using effective communication strategies that deliver political insight to Black voters and Conservatives, she proved why shifting current messaging is the #1 solution for bridging the racial gap within conservative politics.

In 2022, her research and strategies informed Republican leadership at the state and national level. During Georgia's gubernatorial race, she helped solidify a conservative victory by effectively marketing conservative politics to Georgia's Black voters. As such, Felecia has become a top communications and political strategist, whose insight has been featured on independent and mainstream media outlets. She has appeared on prime time 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, Scripps News, and many more.

As a graduate of The University of California, Davis, Felecia Killings holds a Bachelor of Arts degree with double majors in English and African American Studies. She also holds a Master of Arts degree in Education.

