THE FELECIA KILLINGS FOUNDATION

6 PILLARS FOR BUILDING AN ONLINE BUSINESS OR VIRTUAL MINISTRY

Around Your Authorship

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ABOUT ME

Felecia Killings

Award-Winning Coach

Felecia Killings is an Award-Winning Coach, Motivational Speaker, and Communications Consultant for Conservative Black Outreach.

She is the Founder and Visionary of The Conscious Conservative Movement, a national work that reaches the heights of Washington, D.C.

She is also the Founder of My Beloved Women's Ministry.

By focusing on spiritual laws and principles, Felecia demonstrates how we will see life-changing results in our homes, communities, and nation.

come join the movement

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INTRODUCTION

GREETINGS BELOVED,

Welcome to The Felecia Killings Foundation and our Empowering Workshop Series within My Beloved Women's Ministries. Each week, we empower our Beloveds to use their stories to bring deliverance and healing to others.

If you're new to our world, allow me to introduce myself. I am Felecia Killings, Founder and CEO of this great work. Our mission is to train new and aspiring authors, speakers, and spiritual leaders to build dynamic businesses or ministries around their authorship.

Each week, I produce Empowering Workshops that discuss the steps necessary to create a book, launch a movement, or reach new readers with one's message. And for this teaching, I want to give you the building blocks for launching your work in the near future.

If you stick around this virtual ministry long enough, you'll discover a powerful network of rising female leaders who are transforming lives using their stories.

For many writers, we long to use our gifts and talents to inspire others; but oftentimes, we withhold our contributions because we lack the spiritual and technical training to make our works a success.

So, in this Empowering Guide, I want to share with you the 6 pillars that have helped my virtual empire (and that of my scholars) grow exponentially. More specifically, I will teach you about:

- The science behind Writerpreneurship and how it influences your business or ministry
- Laying the foundation for your future work, especially your new book
- Establishing a successful career pathway for your new online business or virtual ministry
- Becoming a unique voice in this crowded space (via your brand and online presence)
- Employing skilled marketing techniques that help you reach the masses
- Fishing for your readers, buyers, and visitors using social media
- And finally, the steps required for constructing, publishing, and launching your book

Whether you are a new or aspiring author, or if you have a book already published, you will find this teaching truly powerful.

So, let's get straight to it!

Give
yourself
permission
to be great
- FELECIA KILLINGS

Chapter 1

UNDERSTANDING WRITERPRENEURSHIP AND HOW IT INFLUENCES YOUR NEW BUSINESS OR MINISTRY

Back in 2011, I first began my publishing career by serving as an editor and writer for new authors. I helped dozens of writers craft their stories in compelling, concise ways; and as each one went through the publishing process, I celebrated their accomplishments with great enthusiasm.

Over time, I noticed my clients struggled with reaching new readers, selling more books, or even finding speaking engagements. Add to it, some simply put their books to the side, because they didn't know how to leverage their products effectively.

I could relate to their experience, because I went through the same struggle. I had recently published one of my first books; but because I didn't understand the publishing landscape, I couldn't achieve many of my goals. That's when I began studying how other authors successfully navigated this playing field.

I realized authors who became our thought leaders and influencers were those who treated their authorship as a business or ministry. In other words, such voices employed best business practices to their books; and coupled with their online dominance, they created their own opportunities.

Now, as an author, I wanted to learn how I could implement these strategies into my own works; but in my search to find a coach who had mastered this, I came up short. That's when I decided to do the work myself, and launched a new writer's movement called The Writerpreneurs Movement.

What is Writerpreneurship?

When you see this phrase, I don't want it to intimidate you.

Writerpreneurship is simply a method by which authors employ entrepreneurial endeavors to their authorship. In other words, just as entrepreneurs have a business and product or service they sell to the market, so do authors.

And when this demographic treats their authorship as a business or ministry, they witness exponential results.

Now, when you think of yourself and your story in these terms, you tend to see your book in a new light. You're no longer wishing and hoping that you experience success with your book. Instead, you can anticipate growth because you are applying spiritual and practical principles to your work that guarantee success.

To better understand what the principles are and how to apply them, I created The Foundation's online school, LiyahAmore University, that walks our scholars through the very steps I employed to reach millions of people worldwide (while generating an income).

As we dive into these 6 pillars, I want you to think about how you see yourself as a successful author. Ask yourself, "What does success look like for me, and where do I want to be 25 years from now?" As you will come to learn, when you combine your vision with the pillars I teach, you will excel as a Writerpreneur.

Chapter 2

PILLAR #1: LAYING THE FOUNDATION

Every structure needs a solid foundation; and as a Writerpreneur, you must lay the groundwork for the vision you have.

Now, before I dive into this section more deeply, I want to challenge you to consider whether you truly are a Writerpreneur or simply a writer. Inside one of our manuals, I ask LiyahAmore University scholars to answer a series of questions that will help them decide who they want to be. I want to ask you the same questions, Beloved, to ascertain where you see yourself in this publishing world.

1. When it comes to writing, do you see yourself as simply composing books and nothing else?
2. When it comes to publishing books, is your focus exclusively on making book sales, or do you see yourself offering other products and services?
3. When it comes to your authorship, do you only anticipate writing books and nothing else?
4. When it comes to entrepreneurship, do you find this concept relevant to your authorship?
5. When it comes to entrepreneurship, does this idea of adding more to your work as a writer seem over-the-top and unnecessary?

Answering these questions truthfully will give you an idea of whether Writerpreneurship is for you; because when it comes to our training, we specifically work with Beloveds who want to do more than simply write books. Our scholars are visionaries, influencers, political candidates, and more; and they understand their books are simply keys to opening other doors of opportunities.

Now, let's say you're on board with Writerpreneurship, and your passion is to reach the masses with your message and story. To accomplish this, you must first lay a solid foundation for your new venture (i.e. business or ministry); and that foundation begins with your vision.

When teaching my scholars about their own ideas for book publishing, I ask them to first record the vision YahWeh has given to them. During our coaching session, I ask them to be as specific as possible, detailing the kind of people YahWeh has called them to empower. I ask them about their desires to walk in their calling full-time (because being an author is a calling, too). I ask them to visualize who they want to reach and how they want to empower their audiences.

This, Beloved, is the first pillar in Writerpreneurship; and this element includes constructing an effective business or ministry plan with your book serving as a primary product.

The Business or Ministry Plan for the Writerpreneur

I want you to think of your business plan as the blueprint for your vision, casting light on how you intend to reach your goals.

The Writerpreneurs Plan is not complicated or dense like your traditional business plans. Instead, it is based on best practices for launching your work using the virtual space. Inside LiyahAmore University, we offer our scholars a business plan template to use, which challenges them to consider:

- Their vision statement
- Their mission statement
- Their description of their author's brand
- Their description of their ideal reader
- Their multiple offerings (books, products, and other services; multiple streams of income)
- Their online platform voice
- Their website and blog content
- Their content marketing plans
- Their social media plans
- Their financial plans and goals
- And their ongoing education

You're the CEO of your authorship

– FELECIA KILLINGS

This blueprint is what our scholars revisit throughout their training, because as they learn more about the virtual landscape (and how their books play into it), they can record their systems of operations that lead towards success.

During this phase, Writerpreneurs engage in extensive research regarding their book's topic, their ideal audience, and how they ought to craft the RIGHT kind of book for their readers.

When the foundation is laid, the book product, services, speaking engagements, and more finally have substance; and eventually, the virtual space comes to see your work as a powerful force among the most prominent influencers in the market.

Chapter 3

PILLAR #2: CHOOSING THE BEST CAREER OPTION

Once your business or ministry plan has been established -- especially the vision and mission statements -- you enter the phase where you decide which career options suit you best as a Writerpreneur.

While most authors assume they can only generate income from book sales, there are a plethora of options that one can select to help create multiple streams of income. I'll use my own example to illustrate this point.

My online business and virtual ministry consist of the following streams:

- Writing coach services
- Online courses and workshops
- Book sales
- Conservative training solutions
- Business communal living services
- Clothing line
- Online and offline events

If you notice, each offering is based on my expertise and my gifts. I love teaching, and I use the online space to deliver training solutions to specific audiences: Writerpreneurs, business-minded women, and Conservative leaders.

My books serve as the marketing materials and entry-level products that acclimate my audience to my higher-priced items (my training services).

I selected this career pathway because it aligns with what I've done for decades now: educating and empowering people to use their most powerful weapons, their words. And the more I deliver to the online space, the more people come to see me as an expert in this field.

Now, a few of the career pathways we teach to our scholars include:

- Self-publishing book series (that allow for ongoing engagement and sales)
- Freelance writing (ghostwriting, blogging, etc.) and editing
- Independent publishing
- Speaking, coaching, and teaching online
- Virtual ministry management services (for their local churches)
- LiyahAmore University junior coaching services

Certainly, if you Google or Pinterest "at home jobs," you will discover a list of other relevant career options; but for LiyahAmore scholars, we focus on these six areas, showing how any Writerpreneur can do more with their books and receive full-time earnings when they put in the work.

Now, if you're wondering how your book fits within these career options, here's how: Whether your book details your personal story or it packages the knowledge you have about a topic, to the public, that product seals you as an expert in the market.

For example, my books related to Conscious Black Conservatism and Writerpreneurship have brought my name before influencers in both the conservative and publishing industries. My memoir, which gives an account of how YahWeh cleared my name of a heinous crime, is my personal letter to My Beloveds, who became a part of my online family.

In each case, my books serve as a "business card" to people. They are the training sources inside LiyahAmore University. They are my key to other doors of opportunity, including acquiring new clients and scholars. And the same will happen for you.

Let's say you desire to write books that inspire young girls to develop high self-esteem. From those books, you may create an online course or coaching program for mothers and daughters. You may establish online workshops or conventions around this topic. Again, your books are the ticket into the influencers' world; and when people see what you deliver to the market, they will not hesitate to hire your services, no matter the cost.

Chapter 4

PILLAR #3: CULTIVATING YOUR ONLINE BRAND

When building your new business or ministry around your authorship, the next pillar to consider is your brand. Inside LiyahAmore University, we teach our scholars that their brand is essentially their online reputation. It's how the market differentiates their works from the rest.

Now, quite often, our authors wonder how their works will stand out, especially when many of them write about topics that have already been discussed. In such cases, we teach our scholars that while the message may be similar, their unique experience gives their works a different flare.

To give a more definitive understanding of this concept, here is our working definition: Branding "involves the core values, principles, or truths behind an organization, product, or service. A brand strategy encompasses marketing techniques that help a system stand out from the crowd. It's a phrase, a color scheme, a theme that tells others what that business entails" (*From A-Z of Writerpreneurship*, page 239).

When considering your own brand (and its voice in the online space), you want to pinpoint the recurring message, values, and principles behind your work. You want to shape your business's reputation around certain truths so that the ideal readers are drawn to your message. And for those who are visual learners, you want to create a uniformed persona that represents your brand's values (i.e. logos, social media images, avatars, colors, etc.)

Take *The Foundation*, for example. When I first launched my virtual ministry and business, my name and online reputation had previously been smeared (a story I discuss in my memoir, *To My Beloveds: A Memoir of My Personal Comeback in the Aftermath of My Scandalous Story*). Three years after defeating a criminal case that nearly killed me, the Holy Spirit asked me to launch a virtual bible study to which I obliged. As I began hosting these weekly sessions on Facebook, I reclaimed my online brand and name by positioning myself as a principled woman who desired to empower others.

I also used the virtual space to teach about the call of God to write; and as my content reached new viewers, folks began seeing my platform as an empowering, professional one.

The values I hold dear and the manner in which I deliver my content all speak to my professional brand; and when readers come to my site, I maintain that presence with a sleek, minimalist design, which speaks of professional care.

Now, my designs and my brand presence are deliberate. I'm purposely attracting a certain kind of reader, author, and leader. I only work with writers, speakers, and spiritual leaders who want to take their ideas to another level. I only attract individuals who have an entrepreneurial mindset, folks who value their books and how to maximize their potential.

My brand does not attract people who want "Dollar Tree" results. (No shots to that store, because I love it!) My brand isn't for folks who want get-rich-quick solutions.

Essentially, this is how you will need to see your own work so you craft a brand that will astound the market. Ask yourself, "How do I want to be represented in the market? How do I want to present my message? What tone or voice do I want to convey? How will my brand be represented visually? And how will my books convey this same tone, voice, and message so it reaches the ideal audience?"

Once you have accomplished this, then you're set to learn the next stage in building your new business or ministry around your authorship.

Chapter 5

PILLAR #4: MARKETING YOUR BRAND & BOOKS

At this point, you may question, Beloved, why we haven't discussed the writing and publishing of your book, and here's why. Before constructing anything that you intend to sell, it's important to study your market (based on your ideal reader) so you know what to contribute.

Inside LiyahAmore University, we teach our scholars to engage in market research; and based on their findings, they perform pre-launch marketing endeavors that:

- Validate the need or want for their books
- Excite their audience for the release of their book

Quite often, when new authors enter the publishing stage, they assume all their attention must go into putting the book together. They spend thousands of dollars and countless hours constructing the content; and when their book is finally released, they assume the sales will immediately roll in.

Unfortunately, that's not how the process works if you intend to see powerful results; and by engaging in extensive market research and preliminary marketing, you can create enough buzz to make sales the day you publish. Thus, we come to understand the power and science behind marketing.

But what does marketing look like and how can a new writerpreneur engage in it?

The answer is found via content marketing.

Content marketing involves a system of creating powerful, engaging content that helps promote your paid product or service. In the online space, we have several types of content marketing tools from which authors can choose, namely blogging, video marketing, LIVE presentations, white paper, e-books, virtual events, and more.

To simplify this, think of content marketing as "content that markets your brand, business, ministry, and materials." It's really that simple. And for the new authors who leverage this powerful tool, they increase their chances of selling more books than those who reject content marketing.

Here's how I exercised this empowering strategy.

Back in 2016, when I began taking my online business seriously, I employed my most effective content marketing tool: blogging. I used this strategy to teach my Beloveds about book publishing; and the more articles I delivered, the easier it became for me to secure clients who paid my fees.

To this day -- as you can see -- I continue using this content marketing method, because it delivers the greatest return on my investment. It costs me nothing to blog except my time; I can share my lessons freely using social media; my audience also shares my materials, which helps spread brand awareness; and from there, my business grows because I attract new scholars and clients.

In our University, we require our scholars to employ blogging as their primary method for expanding their business and ministry. We do so because they are writers; and if they want more people to subscribe to their tribe, they must demonstrate their ability to construct written content that astounds, educates, entertains, and empowers their readers. In fact, blogging is so important that we have dozens of lessons embedded in one major related to this topic.

But blogging isn't the only vehicle by which you can build momentum for your future book. You can create a podcast, a series of webinars, chapter samples, and more. Again, the idea behind marketing is to channel enough attention around your brand and product so that people come to anticipate what you have to offer, including your books.

Chapter 6

PILLAR #5: EMPLOYING SOCIAL MEDIA CORRECTLY

As with content marketing, prior to publishing your book, you'll want to engage with people using social media. Now, perhaps you are already on several platforms, and you have successfully generated a following of 100+. This is certainly a great start, and I want to encourage you to be more strategic with your audience, especially as you prepare to launch your book, business, and ministry.

Back in 2016, I had a following of about 500 followers on Facebook. These were mostly family, friends, and former scholars of mine. At that time, my initial purpose was to use the platform for personal reasons.

But as I perfected my online business, I started using the platform to share some empowering lessons related to book publishing. I joined numerous Facebook groups and developed a tiny network of author coaches and writers. To this day, I still have this small following; but as my content around conservative politics increased, so did my following. (Today, I have 20,000+ followers across different platforms, including my mailing list subscribers.)

One of the reasons my social media platforms have expanded is because I learned to use them to engage with my audience in real time. I learned to network effectively; and today, my business circle consists of millionaires, political candidates, black conservative influencers, small business owners, and more. In addition, my following increases because I listen to what my audience wants and needs, and I deliver content, products (books, online school), and solutions to them based on their desires.

And that's what we train our scholars to do as it comes to effective social media engagement.

Social media is not designed for you to spam your followers with your newest book. Instead, you must learn to convert your following into a loyal tribe; and each time you produce a new resource (book, etc.), that tribe will willingly:

- Purchase your product without hesitation
- Share your product with their following (free marketing)
- Connect your brand or product to someone in power, who will introduce you to the next level in your industry

I've seen this happen numerous times over the last couple of years with my own online business; and because I continue to invest in my following (without paying for ads), I receive new followers daily.

Now, social media is equally powerful in terms of using their paid ads services; but such efforts should only be employed after you have learned how to organically reach your ideal audience. Once you've nailed this aspect, you are ready for more advanced social media training, which will essentially position your books, your business, and your ministry for the millions.

Chapter 7

PILLAR #6: PUBLISHING YOUR BOOK

And now we come to the final pillar: constructing your manuscript and publishing your book.

If you noticed, each pillar leads up to the final product. Now that you know your vision and mission; you know your ideal reader; you've studied the market as it relates to your ideal reader; you know what she needs and wants; and you've conducted research around your topic, you can construct the book that will empower her.

The process for writing your book can happen in numerous ways; but inside LiyahAmore University another professor and I share our system for constructing manuscripts within 60 days or less.

When working directly with my scholars, I teach them to break their manuscript into manageable parts. We begin by identifying the theme or primary message for the book. From there, we develop various topics that lead back to the overall theme; and those topics serve as the chapters for the book.

We compose the Introduction and Conclusion at the end of the process; and once the manuscript is complete, we send the work to the content editor.

Once the editor has the manuscript, she will check the work for consistency, flow, and impact. The manuscript will then move to the proofreading stage, where the proofreader (separate from the content editor) will check the work for grammatical errors. Once that has been completed, the manuscript will return to the author.

At such time, my scholars will work with a graphics designer to help construct the book cover. This, of course, is if the author doesn't want to learn this process for herself. (Inside LiyahAmore University, I teach a simple process for creating DIY book covers that look professional and compelling. Hint: I designed my own book covers and those for some of my previous clients.)

Once the cover, the manuscript, and the cover's content are completed, we proceed to upload the full project into a printing platform. Ideally, we work with Amazon's Kindle Direct Publishing, which is easy to use. They have several resources on their platform to walk new authors through the process.

While the technical portions are underway, this is also a great time for the author to engage in the book-launch phase. In other words, we ask the author how she wants to introduce her book to the market, whether it be via a book-signing event in her local area or an online launch event.

The blessed part about learning the publishing process is once you master the first project, you can create new books as often as you like. For example, because I am constantly adding new majors to LiyahAmore University, I'm developing new manuals (like From A-Z of Writerpreneurship) to enhance my scholars' learning.

As a self-published author, I don't have to wait around for a publisher to pick up my project. I don't need anyone's permission to write content that I know my audience needs. Best of all, I control the entire production process, which means the vision I have for my works manifests as I see it.

The same will happen for you.

Now, once you have engaged in the full 6-part process, it's time to scale your business or ministry to reach the millions -- another step that we teach inside our University.

As you can see, Beloved, these pillars form the structure for your empire. When you put the steps into practice, you are sure to thrive.

– FELECIA KILLINGS

If you know you want to see your online business or virtual ministry flourish this year, do not hesitate to receive the proper training that will make your dream a reality. Our award-winning online school, LiyahAmore University, is the solution.

I know how overwhelming it can be to start this journey as a writerpreneur. You don't exactly know where to go or how to reach your goals, but you know you want to see them realized.

I want to encourage you today to know that the answers are right before you. Let my team help you on this path. Here's how to get started.

Trying to build a thriving ministry or business as a new and aspiring author is incredibly challenging. But the best support comes from those who are willing to share their knowledge with you.

Take the next step and enroll in the only online school for writers like you, LiyahAmore University. This training program has helped numerous authors transform from average writers into dynamic writerpreneurs.

I launched this school in October 2016, and have since worked with authors from around the world, helping them to build a business or ministry around their authorship. The lessons inside the school are based on best online business practices that have enabled online entrepreneurs to thrive.

Today, as a result of applying the lessons to my own platform, my content reaches millions each month. I've built a loyal following and have established a solid brand in the market.

Each year, LiyahAmore University receives new lessons that take our scholars higher on their journey. And best of all, once you are a student, you remain one for life at no additional cost!

So, enroll today! It will be the best decision you make for your newfound career and ministry.

And as always, Beloved, let's grow together!

- Felecia Killings