

# Conscious Conservative Leadership Convention and Training Agreement Form

This Agreement is between Felecia Killings and *The Felecia Killings Foundation*, hereafter referred to as “Coach” and “The Foundation” and \_\_\_\_\_, hereafter referred to as “Client,” regarding the following coaching and training services.

## **About *The Felecia Killings Foundation*:**

### **Our Vision**

*The Felecia Killings Foundation* is the premier educational and publishing platform that delivers spiritual and practical training to rising leaders with conservative values.

Led by our Founder and CEO, Felecia Killings, and headquartered in Atlanta, GA, The Foundation continues to be a national powerhouse whose Kingdom-conscious focus guarantees success in the social, political, and economic spheres.

“When we learn to do things God’s way, we always get His results.”  
- Felecia Killings

### **Our Mission**

Our mission is to equip leaders for the work of their ministry while showing them how to become a leading voice on a local, state, or national level. By teaching spiritual and practical principles, our clients learn how to build social, political, and economic empires that empower the people God called them to serve.

We accomplish this mission by delivering advanced training solutions to conservative candidates, voters, activists, authors, and organizations via our premium publications, e-books, annual leadership convention, online courses, book-publishing program, and political communications services.

In addition, our mission is to provide social, political, and economic community service to Black residents across the country. Through *The Conscious Conservative Movement* and *My Beloved Women’s Virtual Ministry*, we perform the nation’s top Black Outreach efforts that empower our communities, help secure conservative victories each election cycle, and build the Conservative Alliance nationwide.

## **About Felecia Killings | Visionary of The Felecia Killings Foundation, Best-Selling Author, Award-Winning Coach, and the #1 Strategist Delivering National and Statewide Conservative Victories Using Effective Black Outreach**

Felecia Killings is the Founder and CEO of *The Felecia Killings Foundation*, the nation's leading platform that delivers spiritual and practical training to rising leaders with conservative values.

Felecia is also the Founder of *The Conscious Conservative Movement*, serving as the #1 strategist for national and statewide conservative victories using effective Black Outreach. She's an Award-Winning Coach and the Principal Consultant for the *Conscious Conservative Think Tank* and *My Beloved News*, the #1 newsletter delivering 100% accurate insight into securing conservative victories using effective Black Outreach. She is the Founder and Writing Coach of *The Write Conservative*, her signature training course, which teaches leaders how to package their story and expertise in book format so they build online credibility in the conservative political space.

Felecia is a Motivational Speaker and a nationally-recognized political commentator, sharing her insight with millions of Conservatives via mainstream and independent outlets. She has 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!

Felecia is the Best-Selling Author of *The Conscious Conservative Book Collection*, the only conservative resource that teaches the base how to secure conservative victories using Black Outreach.

*The Conscious Conservative Book Collection* is the best-selling resource within the general Conservative Movement today.

With over 5,000 of these e-books sold since 2018, each resource has helped Conservatives better understand Republican History, Black American History, and strategies for effective Black Outreach in 2020 and beyond.

The entire collection includes:

- E-Book | *Conscious Black Conservatism: Building Social, Political, and Economic Empires Based on Kingdom Principles* | In this dynamic, 80-page resource, I teach about this new wave of revival and reformation that's sweeping Black communities via the online space. By employing spiritual principles in unique ways, Black Americans can establish social, political, and economic empires for generations to come.
- E-Book | *The Fifteen 20 Rise: Helping Conscious Conservatives Reach More Black Voters with Their God-Focused Message* | This 216-page guide delivers updated lessons that help Conscious Conservatives reach more voters effectively.
- E-Book | *Progressivism is NOT Charity: The Rise of the New Black Wall Streets and Big Government's Attempt to Crush It (Again)* | Progressivism is NOT Charity takes a deep dive into the history of Black Economics, the history of Black Wall Street, and how today's rising Black Wealth is under attack from modern Progressivism.
- E-Book | *How We Did It: Reshaping the Narrative, Building the Alliance, and Increasing Black Voter Support for Conservative Politics in the Post-Trump Era* | How We Did It chronicles the work the Conscious Conservative Movement and I did to help secure a conservative victory in Georgia using effective Black Outreach. In this 84-page guide, Conservatives will learn how they, too, can get active in their local communities by applying the same strategies and techniques.
- E-Book | *To My Beloveds: A Memoir of My Personal Comeback in the Aftermath of My Scandalous Story* | This memoir details the story of the woman behind The Conscious Conservative Movement and how God is able to use anyone who says yes to Him, regardless of their hard stories.

In addition, Felecia is an Ordained Minister and the Principal Coach of *My Beloved Women's Virtual Ministry*, the leading platform that helps women flourish in business, ministry, motherhood, and marriage.

Felecia is a graduate of The University of California, Davis. She 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.

In January 2019, Felecia Killings founded *The Conscious Conservative Movement* in response to her passion to see authentic conservatism tailored to Black communities suffering from Progressivism.

Since that time, her Movement has quickly grown into the premiere powerhouse that brings authentic conservatism to Black communities nationwide. In addition, her Movement delivers strategic communication strategies to political leaders desiring to reach Black voters with their empowering message.

In 2022, her grassroots efforts helped secure a conservative victory during Georgia's gubernatorial race. In the book, *How We Did It*, Coach Felecia describes the formula for this success while showing fellow Conservatives how to replicate these victories in their areas.

## **About The Fifteen 20 Rise Formula and The Conscious Conservative Movement**

*The Fifteen 20 Rise Formula* is the method used within the larger conservative movement aimed at empowering other Conservatives leaders, organizations, and community members with powerful communication strategies to reach Black Americans who traditionally vote Democrat or do not vote at all.

Our resource, *The Fifteen 20 Rise: Helping Conservatives Reach More Black Voters with Their God-Focused Message*, is our primary guide. Since delivering online teachings on Twitter and Facebook, 40,000+ Conservatives have become “scholars” of the message. They are prepared to make inroads with Black voters, and this has resulted in the rise of the Conscious Conservative Movement.

Conscious Conservatism is based on the belief that spiritual laws and principles guide our human behavior and interaction. As humans, we conserve these truths and implement these values in culture, society, and politics.

Conscious Conservatives use our words to tear down godless ideologies that rise up against our spiritual, conservative values; and then we seek to build and plant again in our communities so people thrive.

Conscious Conservatives empower. Even when we point out problems in our communities, we immediately present viable solutions WITH the people so we each prosper. We do so because we understand spiritual laws, which is higher-level thinking.

Simply put: Conscious Conservatism is an ideology based on moral conservative principles that focus on empowerment and progress in politics, culture, and society.

Since 2019, the Conscious Conservative message has spread wildly on Twitter. Our social media activism has bridged the gap between White and Black Americans; and we grew in strength by partnering with other empowering movements and leaders in the authentic conservative space.

*The Fifteen 20 Rise Believes in Grassroots Work via Effective Evangelism and Outreach Training*

We believe in order for our nation to thrive, it will require the collective work of individuals and organizations within communities.

We believe:

- Strong families produce strong communities.
- Strong communities produce strong cities.
- Strong cities produce strong states.
- And together, we make for a strong nation.

As a member and leader in this movement, Conservatives and their candidates will connect with influencers, ministry leaders, and community activists from across the country who will equip them with tools for:

- deeper understanding regarding the plight of Black people in America, past and present;
- deeper understanding of what conservative values mean to most Black Americans;
- deeper understanding of how to effectively communicate with Black Democratic voters so they begin to vote for Conservative Candidates;
- an effective strategy for inspiring new Black voters to vote for Conservative Candidates for the purpose of exercising Dual Domination;
- an effective strategy that will help Conservatives reach and empower Black voters;
- an effective strategy that will help upcoming Black Conservative Leaders develop their own initiatives or political communication campaigns that will impact their communities so they win voters' hearts.

Together, we will redefine what conservatism means for Black Americans; we will normalize the empowering conservative movement within our predominantly Black communities, which are controlled by Progressivism; and we will see more people voting their conservative conscience and electing individuals who will serve the best interest of their communities.

**The Fifteen 20 Rise Book:**

*The Fifteen 20 Rise* is one of the few contemporary books that speaks directly to Conservative Leaders, Voices, and Influencers, helping them to understand how to develop effective communication strategies that will bridge the gap between their platform and Black Voters.

When the lessons and strategies are implemented by such leaders and influencers, we will see 15-20% of Black Americans voting for Conservative Candidates in 2020 and beyond. Over time, these numbers will increase as Conservatives broaden their tent based on the needs of this demographic.

Our ultimate goal is to see a healthy balance of Black Americans voting 50-50 (rather than 90-10 for Democrats) so they flex Dual Domination while Conservatives make new allies against oppressive Progressivism.

In this empowering resource, readers will learn about:

- The Institution of Slavery: A Biblical Perspective
- Slavery in the United States: It Wasn't Just a White Thing
- The Conscious Fight Against Slavery
- The Reconstruction Era and the Rise of Jim Crowism
- Conservatism Among Black Americans During the Civil Rights Era
- The 3 Movements Sweeping Social Media and Why Conservatives Should Pay Attention
- The Fifteen 20 Rise Formula: How Conscious Conservatives Can Effectively Evangelize Their God-Focused Message
- The Trump Legacy and What This Means for Radical Republicanism
- And so much more!

### **Understanding Conscious Black Conservatism:**

*The Conscious Black Conservative Movement* is a modern attempt to redefine what it means to be Conservative and Black in America. This training helps to conceptualize how such thinkers view our world, and how relying on godly, Kingdom principles helps us advance in culture, in politics, and in our nation.

The consciousness of the Black Conservative is quite unique in the context of modern Americanism. Many of us view our history quite differently than others. While we are not ignorant of the evils in the past and present, Conscious Black Conservatives are perfectly aware that our essence is found in understanding our place as sons and daughters of ABBA.

Our consciousness is not based necessarily on our "blackness," but rather our Kingdom-mindedness. Heavenly, Kingdom principles are our guiding light to overcome any obstacle, including racism. We look at history and are reminded that Black people toppled man-made systems (kingdoms) that were positioned against the knowledge and wisdom of

God, institutions such as slavery. We look at history and are reminded that our ancestors' spiritual awareness--not necessarily their "blackness"--gave them the might to destroy Jim Crowism. Only Kingdom-minded people could accomplish such feats.

Conscious Black Conservatism is not a separatist message as one might traditionally assume. It is not based on identity politics, but instead identity *awareness*. It is a message and movement geared towards empowering Black Americans today with a Kingdom-minded approach to handling issues that are unique to Black people in America.

## **Description of Training Services, Offerings, and Convention Details:**

Clients across the nation who desire to receive Coach Felecia's training can do so by attending her annual *Conscious Conservative Leadership Convention*, subscribing to her monthly virtual training found in the *Conscious Conservative Think Tank*, and enrolling in her signature program, *The Write Conservative School*.

Clients who sign up for The Convention and monthly Think Tank training will receive:

- VIP access to the Conscious Conservative Leadership Convention, a 3-day event hosted each summer in Atlanta, GA (October 6-8, 2023)
- Monthly access to the Conscious Conservative Think Tank
- Print copies of *The Conscious Conservative Book Set*

## **Convention Attendee Expectations:**

- Each attendee is expected to be a leader (or upcoming leader) within an organization or community and/or a rising Conservative Candidate.
- Each attendee must come with an open mind. (This is not a debate forum, and arguers will immediately be asked to leave the training program.)
- Each attendee must have a teachable spirit and be willing to discuss issues that may prove uncomfortable or unconventional for most Conservatives.
- Each attendee must have a printed (or digital) copy of *The Conscious Conservative Book Collection* with them during the workshop.
- Each attendee must be willing to apply the lessons and strategies immediately after engaging in the workshops. (No one will achieve results until action is being made.)
- Each attendee is expected to engage in Coach Felecia's virtual group session immediately following the Convention to facilitate the best learning experience.

## ***The Write Conservative Program (Optional but Highly Recommended)***

- Each Convention workshop is designed to give attendees a newer, more radical formula for reaching Black voters with their conservative message. However, in order to execute the formula and plan effectively and long-term, Coach will encourage attendees to launch an aggressive communications campaign using their branded platforms to achieve optimal results using her newest curriculum, *The Write Conservative*.
- *The Write Conservative* is Coach Felecia's 12-month, one-to-one virtual training for Clients who are ready to make the leap into full-time conservative politics and activism. Her training will teach each one how to create a virtual platform that helps them generate income based on their calling and contributions to their community. In addition, this direct coaching teaches each client how to write and publish books, which serve as a tool for opening other doors of opportunities, including generating donations from small and mid-size donors who will support their political, grassroots work.
- A separate Agreement Form is available to all interested clients.

### **Training Fee:**

- To participate in the *Conscious Conservative Leadership Convention* and monthly group coaching, Clients must pay a total of \$500 for the Convention and an additional \$50/month for monthly group coaching inside our Media Network & Academy.

### **Payment Schedule:**

1. \_\_\_ \$50 non-refundable security deposit to reserve seat for the 2023 Conscious Conservative Leadership Convention (due immediately)
2. \_\_\_ \$250 first half payment for CCM Leadership Convention (due by July 1st, 2023)
3. \_\_\_ \$250 second half payment for CCM Leadership Convention (due September 1, 2023)
4. \_\_\_ \$50/month for premium access to the CCM Think Tank and monthly group training sessions (first recurring monthly payment due November 1, 2023)

All payments will be processed via:

1. Paypal: An invoice will be sent to the client and/or;
2. The Felecia Killings Foundation Store: visit <https://www.feleciakillings.org/store/p396/CCMEvent.html> to make payments

### **Training Disclaimer:**

All information delivered in these training sessions are delivered and published in good faith and based on research-driven data. The content pulls from historical documents and current observations conducted by scholars of Black Studies and the Conservative Movement. The Modern Conservative Movement is vastly altering and reforming; and with these changes, we promise to deliver updates to our trainees via our network and online course.

Felecia Killings of *The Felecia Killings Foundation* does not make any warranties about the completeness of this information. There is much more research and evaluations to explore. Any action attendees take upon the information they receive from the training is strictly at their own risk. The strategies, however, will only provide effective results when trainees are committed to learning, applying, testing, evaluating, and adjusting strategies so they reach their intended goals.

Felecia Killings of *The Felecia Killings Foundation* will not be liable for any losses and/or damages in connection with the use of our learning materials.

But we reserve the right to use attendees' testimonies of their successes in congruence with our training.

## **Copyrights for Training Materials:**

The entire contents of *The Conscious Conservative Leadership Convention* training are protected by international copyright and trademark laws. The owner of the copyrights and trademarks are Felecia Killings of The Felecia Killings Foundation, its affiliates, My Beloved Women's Ministry and The Conscious Conservative Media Network, or other third party licensors. YOU MAY NOT MODIFY, COPY, REPRODUCE, REPUBLISH, UPLOAD, POST, TRANSMIT, OR DISTRIBUTE, IN ANY MANNER, THE MATERIAL ON THE SITE, INCLUDING TEXT, GRAPHICS, CODE AND/OR SOFTWARE. You may print and download portions of material from the online course and workshop solely for your own non-commercial use provided that you agree not to change or delete any copyright or proprietary notices from the materials. You agree to grant to Felecia Killings of The Felecia Killings Foundation a non-exclusive, royalty-free, worldwide, perpetual license, with the right to sub-license, to reproduce, distribute, transmit, create derivative works of, publicly display and publicly perform any materials and other information (including, without limitation, ideas contained therein for new or improved products and services) you submit to any public areas (such as bulletin boards, forums and newsgroups) or by e-mail to Felecia Killings of The Felecia Killings Foundation by all means and in any media now known or hereafter developed. You also grant to Felecia Killings of The Felecia Killings Foundation the right to use your name in connection with the submitted materials and other information as well as in connection with all advertising, marketing, and promotional material related thereto. You agree that you shall have no recourse against Felecia Killings of The Felecia Killings Foundation for any alleged or actual infringement or misappropriation of any

proprietary right in your communications to Felecia Killings of The Felecia Killings Foundation.

**Trademarks**

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**Section 7 Termination of Contract:**

This agreement may be terminated by either party in the event of material change of circumstance, with 14 days' notice sent in writing to the other party via email at [connect@feleciakillings.org](mailto:connect@feleciakillings.org).

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

Name and Signature of Consultant:

Felecia Killings

**Felecia Killings**

Name and Signature of Attendee/Client:

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