



CONSTITUTION

COACH

GETTING STARTED HANDBOOK





TABLE OF CONTENTS

Welcome; What is a Coach?	1
What To Do First	2
Coach Dashboard Overview	3
What's in the Training Segment	4
Create Classes & Promo Tools	5
Class Videos & Materials	6
Badges & Leaderboard	7
Quick Links (Short Cuts)	8
Choose Which Course to Host	9
Places to Host; In-Person, Online	10
Class For Free or Charge a Fee	11
How to Market Your Class	12
Checklist Before Launching Class	13
How to Spread the Word	14
Handling Hiccups + Communicating	15
How to Make Classes Fun (optional)	16
Q&A Trivia Game	17
Icebreakers & Jokes (optional)	18
Tips for Successful Discussion	19
Book List for Reading (optional)	20
Action Steps for Your Students	21
Perspective, Coach Support	22
Jot Notes, Ideas or Questions	23

INSIDE THIS HANDBOOK, for your convenience you'll see QR Codes &/or links on certain pages to take you directly to Dashboard segments or video tutorials &/or features that are outlined within. **NOTE:** There are fantastic brief video tutorials in the Training segment of your Coach Dashboard – please take a few moments to watch them as they will walk you through key features step by step.



CONSTITUTION

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GETTING STARTED HANDBOOK

Welcome! Bless you for stepping up to preserve and inspire liberty at such a time as this! You obviously see the vision and time-sensitive nature of how this program is needed more than ever to continue lighting brushfires of freedom in countless communities across this great nation. Thanks to patriots like you gathering a few (or a lot) of your own reach of people together and "pressing play" on the Patriot Academy course videos, you are educating, awakening and equipping the current generations to pass the torch of freedom!

What is a Coach? A Coach is simply someone who loves our nation, wishes to preserve liberty and sees the tremendous value of gathering some people together and having a "watch party" (so to speak) of our edu-taining video courses. The magic flows from there. As a Coach, consider yourself as the "lead learner" or "host" who facilitates the video-led class. Simple, right?

Remember, you do not need to be an expert (nor are you expected to be one) as the videos and workbooks are designed to do the teaching for you! They were intentionally created so that anyone can Coach (host/facilitate) a class for their sphere of influence. THE PRESSURE IS OFF. Phew, right?

Simple it is, and yet so powerful. We've created this Guide so you have everything you need at your fingertips to not only launch a class, but to provide you with extra ideas, insight & support!





LET'S GET STARTED

What To Do First

Your Mission Identify your "Why" - Get clear on why you are doing this in the first place. This statement can be one sentence and will keep you centered and reminded of your mission. Revisit your statement if ever you find yourself doubting your ability to do this, or second guessing the potential. *(for example: "I am leading Constitution Classes because I want others to know and understand the freedoms and rights assured to us from our founding documents" or "I am doing this for my grandchildren, so they may have the freedoms that I had growing up")*

Your Vision Have some fun with this one! Write a statement describing how you'd like your classes to go. This is a forward thinking vision of what you want to see, even though it hasn't happened yet. *(for example: "I love seeing my class attendees light up and awaken more and more each week as they learn truth, enjoy fellowship, and get equipped to take action!")*

Don't forget: "Duty is Ours, Results are God's!" – John Quincy Adams





EXPLORE THE COACH DASHBOARD

Everything you need to succeed is right here

There are a total of six segments of your Coach Dashboard, plus a selection of essential '**Quick Links**' to help you get to important resources even faster!

Your Coach Dashboard has powerful tools and training to dig in further. Everything you need to succeed is at your fingertips.

The purpose and functions for each segment are outlined below so you know what you have available all in one easy to find place!

Training: Quick Start Guide + Handbook, "How to" video tutorials for all six segments + Zoom class instruction, social media groups, Constitutional Minutes, recordings of weekly trainings & national classes, in-person training & Leader's Edge.

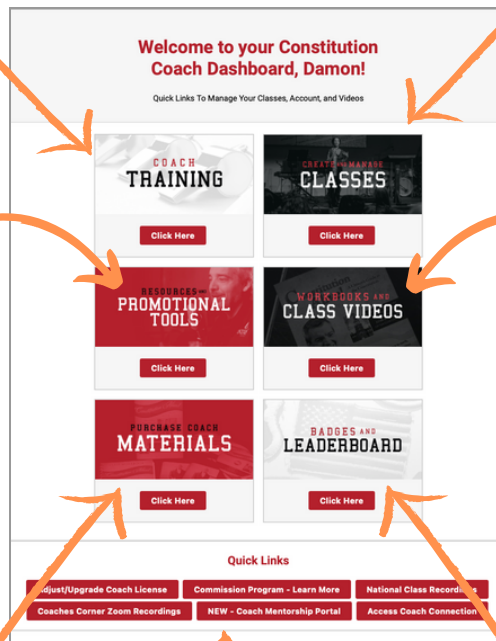
Create and Manage Classes: Create your own Class Registration page with everything you need to manage your classes & communicate with your attendees all in one place.

Promotional Tools: Social media videos, Class promo videos & flyers, grad certificates, printable Declaration of Independence pdf, email & biz card templates, how to speak with pastors, etc. + bonus materials such as Constitution Day curriculum.

Workbooks and Class Videos: Access all six video course options & digital workbooks by clicking on your class choice. Suggestion: play the warm-up videos as tone-setting ambience leading up to start of class.

Purchase Coach Materials: Class workbooks, thumb drives, dvds & more materials available for you and your students.

Badges and Leaderboard: Friendly competition listing of Coach ratings, digital badges & medals to be earned, and Certified & Lifetime Coaches can track \$\$ commissions here!



Quick Links





Scan to go to
this segment

COACH TRAINING includes:

- **Quick Start Guide and Getting Started Handbook. The latter provides more in depth guidance.** Both are available to print or access online from anywhere, and we strongly encourage you to read both and print either one or both.
- Dashboard Tools Training, including 'How to Create a Class' and how to find all the system tools and resources located in your Coach Dashboard! (Video Tutorials will walk you through step by step).
- Zoom Online Hosting - How to use Zoom or other tools to share the class videos online! (Video tutorials & written instructions).
- In Person Training: Upcoming opportunities to attend in person coach trainings with Rick Green and/or other Coach Program team leaders. Keep updated here and via weekly Coaches Corner emails.
- Private Social Media Groups - Join one (or more) private social media groups to share encouragement, ask questions, and get support!
- Coaches Corner - Weekly Training Call Recordings and Archive with Topics and related resource links.

Bonus Videos (beneficial but not mandatory) include:

- Selection of Rick Green's Constitutional Minutes (short videos on specific topics). You can share these via email and social media!
- Recent and current National Zoom Class recordings
- Special Event Recordings and more (as available)
- Public Speaking Video Workshop. Up your game!





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this segment

CREATE and MANAGE CLASSES includes:

Create a Class: Build custom registration pages to send to potential attendees in **three easy steps: 1)** Select your class, **2)** Fill in key details, and **3)** For template class descriptions; use as is, or edit as needed/desired.

A built-in email platform makes it simple to send emails and reminders to your registrants/attendees. Stay in touch and keep them informed!
Note: Video tutorial for the above is located in the Training segment, Coach Training item #2 Dashboard Tools: Essential Training.

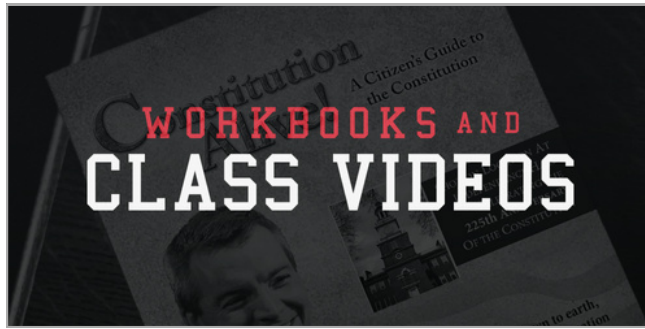


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RESOURCES and PROMOTIONAL TOOLS includes:

- **Share Posts:** Share Rick's most recent posts & videos on social media or email or via text for snippets of education for those in your reach.
- Download & edit posters, flyers, and other tools to market your classes.
- Download PDF of The Declaration of Independence to print for class members to sign their lives, fortunes and sacred honor at final class (*Recommendation: have pdf printed at Staples, etc. 18"x24" size*).
- Course graduation certificates, sharable class promo videos, and more!





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WORKBOOKS AND CLASS VIDEOS - All of our class and bonus videos are available to stream; this is also where you can locate the digital workbook for each course.

- **Biblical Citizenship in Modern America** (8-week course)
- **Constitution Alive!** (6-week course) - condensed version
- **Constitution Alive!** (10-week course) - complete version
- **Constitutional Defense** (7-week course)
- **American Campfire Revival** (5-week course)



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PURCHASE COACH MATERIALS includes:

- Course specific materials you may desire or need to coach your classes...
- Workbooks, DVDs, Thumb Drives, Pocket Principles, Bookmarks and More!





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BADGES AND LEADERBOARD Most of all, we appreciate you! This is our small way of recognizing your efforts & results! For those who enjoy friendly competition, view the Leaderboard to see & cheer on your fellow Coaches!!

BADGES What They Mean and How to Earn



Become a Coach!



Complete 1st Class



Complete 5th Class



Complete 20th Class

MEDALS What They Mean and How to Earn



Coach Biblical Citizenship



Coach Constitutional Defense



Coach both 6-week & 10-week Constitution Alive



Serve as a Coach Mentor



Coach each Course at Least Once

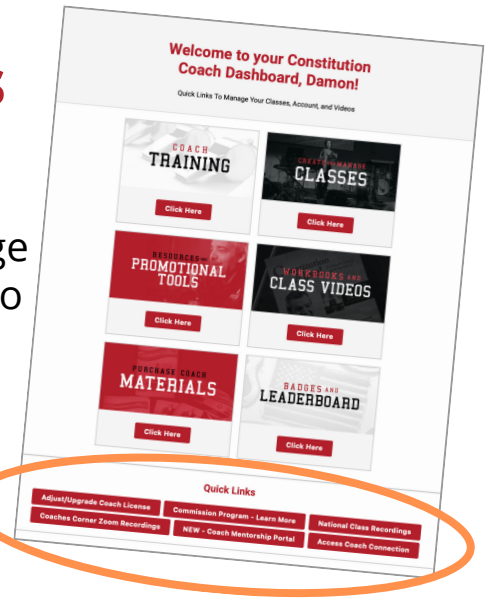




Quick Links Transport You FASTER!



Quick Links
at the bottom
of your Coach
Dashboard homepage
connect you quickly to
popular features
Beam me up!



- [Adjust/Upgrade Coach License](#)
- [Commission Program - Learn More](#)
- [National Class Recordings](#)
- [Coaches Corner Zoom Recordings](#)
- [NEW - Coach Mentorship Portal](#)
- [Access Coach Connection](#)

Adjust/Upgrade Coach License:

Upgrade or downgrade your license

Commission Program:

Learn about &/or opt-in to the Coach Commission Program.

National Class Recordings:

View the most recent National Class recording.

Coaches Corner Training Recordings:

Access to the archive of Coaches Corner Training Recordings.

Coach Mentorship Portal:

Learn how you can request an experienced Coach to mentor you
OR how you can become a Coach Mentor yourself!

Access Coach Connection:

View a list of Coaches in your area (or beyond) to connect with!





Your **1ST DECISION**: Which Course?



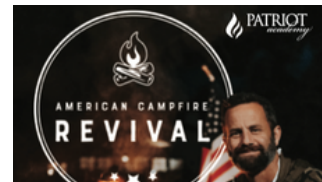
6 or 10 week course;
Suggested starting point for secular groups, homeschool classes, etc.



8 week course;
Suggested for Churches, Sunday Schools, Small Groups, etc.



7 week course;
Suggested for Gun clubs, Pro 2nd Amendment groups, gun enthusiasts, etc.



5 week course;
Suggested for home groups, Churches, etc. for deeper dive into our Biblical beginnings.

Now, Pick your Start Date!

Class Start Date Is:

- Clear your calendar for the # of weeks in your course
- Be aware of holidays or other events that could conflict
- Location ideas: See page 10 Ideas for In-Person Meeting...

List 10 people you can invite to get the ball rolling

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

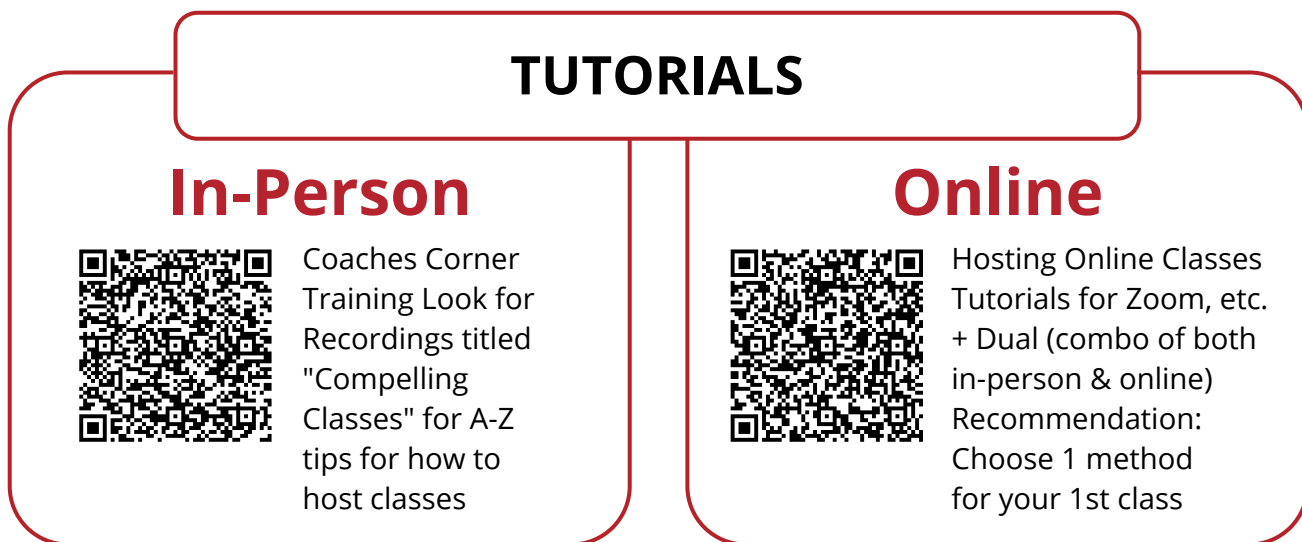
10 _____





2ND DECISION: In-Person, Online, or Both?

Depending on comfort level, unless you have someone able to provide technical support, we recommend starting with either In-Person OR Online.



3RD DECISION: Where to Hold Your Class

Ideas for In-Person Meeting Locations

Living Rooms Keeping it simple and small is a great way to ease into your first class in a casual setting. **Churches** The Biblical Citizenship course was designed with believers in mind, so reaching out to your church (or other local churches) could be a starting place if you have churches in your area eager for something like this. Otherwise we recommend starting small elsewhere and working up to it since churches can tend to take a long time to get approval. **Church Small Groups** are another idea. **Local Restaurants** If you know the owner or are a regular customer, just ask! There are off times for restaurants and many are willing to meet new customers. **Library Meeting Rooms, HOA Community Rooms, Office Conference Rooms, A Friend's Living Room, VFW Halls, Local Dance Studios**, and many other out of the box options are out there.

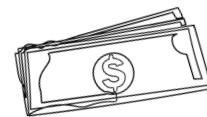


Engage a partner Maybe a friend or another local Coach would like to co-host a class with you. Sharing homes or responsibilities lightens the load on one person to always have their home available, snacks ready, etc. Use the 'co-host' option in your class management settings to make it easier to tag team this effort!





4TH DECISION: To Charge or Not to Charge



Human nature ascribes higher value, closer attention and commitment towards that which costs, even if the amount is small. We've seen this also with coaches who have opted to charge a fee for their classes vs offering them for free.

While this is ultimately a personal decision, we do want you to be aware that it is an option, along with a few 'best practices' for doing so!

Note: We recommend not charging for your first class. Instead, invite your friends and family to help by auditing your pilot class (free w/digital workbook). If they know you will charge for future classes, that will increase perceived value. You can also mention that the physical workbook is an option for purchase.

Next, if/when you do decide to charge, we highly recommend including at least one physical copy of the course workbook as part of their fee, or you can just have registrants purchase the \$20 workbook as the full fee.



Example: 8-week Course on Biblical Citizenship in Modern America

Cost is \$25/person or \$40/family (includes one physical course workbook, additional workbooks available for \$20 ea). Or as mentioned above, you can have a registration requirement of simply purchasing a workbook so attendees have "skin in the game", as Rick would say.

Keep in mind this example would likely involve you purchasing workbooks and potentially other materials in advance. Depending on your license, your cost will range from \$10-\$20 per workbook*. Otherwise your students can order their workbooks individually via our online store. Allow up to 2 weeks for media mail.

If you decide to charge, we recommend editing your Class Description to indicate this up front. We also suggest providing a link to the payment option of your choice (such as Zelle, Venmo, Square) and/or indicate plans to collect in person.

There is no right or wrong decision here – it is entirely up to you! However, if you charge, we recommend asking your CPA how to handle resulting income and/or offsetting expenses.

* Lifetime coaches get 50% discounts on virtually everything in the Patriot Academy store, Certified Coaches get 25% off class related materials and 10% off almost all other items.



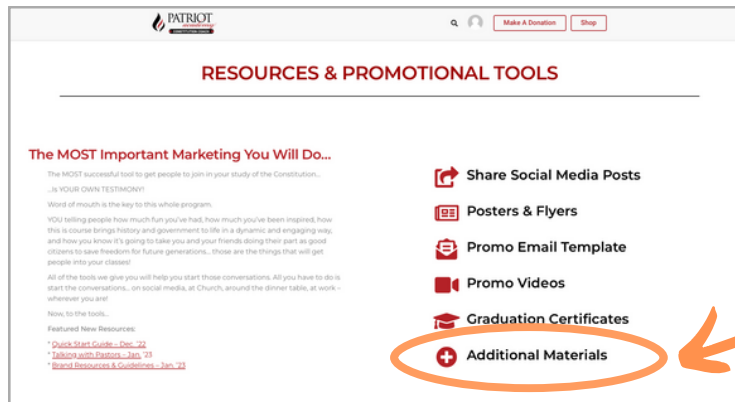


How to Market Your Classes

WHO to invite and HOW to promote

WORD OF MOUTH IS KEY. Start by reaching out to folks you know, church members, local groups, AND utilize like-minded friends and acquaintances to help you spread the word. For classes open to the public, posters can be strategically posted in common areas for extra awareness. Inviting by email, social media, text, phone calls, pulpit announcements, newsletters, etc. are important, but know that talking up your class one on one, person to person is the clincher. While chatting with others, hand them a small 4 up flyer!

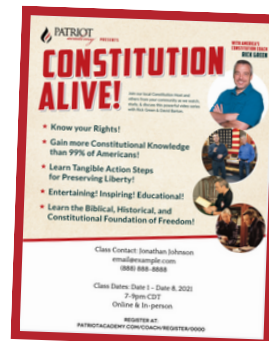
Find our most current flyer templates and social media graphic options under **'Additional Materials'** in the **Resources & Promotional Tools** section of your Coach Dashboard. Simply locate your desired template in 'Additional Materials', then click the link to open/edit in Canva - free account here www.canva.com. *Our video tutorial below will walk you through how to customize your flyers.*



Flyer Handouts: Peruse our 4 to a page flyers (4 up) in the same location ([see QR codes below](#)). Simply edit in your class info, print, then pass them out at events, churches, and as a conversation starter when out and about!



Flyer Templates

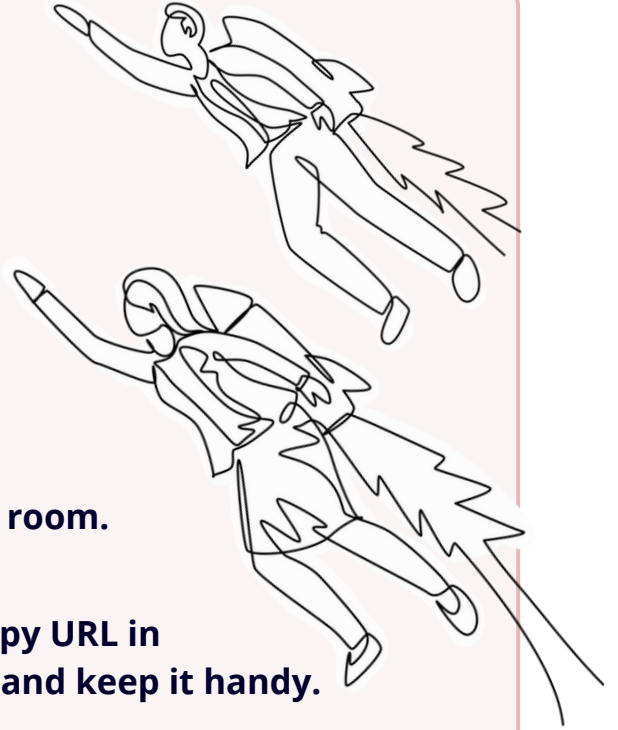


Video Tutorial
Creating Flyers



READY FOR LAUNCH CHECKLIST

- Create your mission and vision.
- Pick the date(s).
- Mark your calendar.
- Make a list of people you know.
- Location: Set up Zoom and/or find a room.
- Grab your class registration link (Copy URL in Create A Class in Coach Dashboard) and keep it handy.
- (In- Person) Order Workbooks, Pocket Principles, Bookmarks, etc. to have on hand at classes.
- (In- Person) Refreshments - coffee, water, snacks...
What will you serve? _____
- PRACTICE** pushing play on video way ahead of time to be sure everything works at your location or on Zoom.
- Send reminder emails from your Coach Dashboard at least one week prior to start date, and also one day before (or day of) each class. Send a brief class recap the day after too!





You're Now Ready to Spread the Word



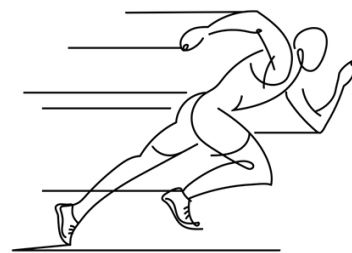
How to Get the Word Out Strategies to choose from...

- **Word of mouth, talk it up! (This is a MUST)**
- **Hand out flyers anywhere folks are standing in line (any 'captive audience' scenarios)**
- **Post about it on social media**
- **Email friends**
- **Ask friends to invite others**
- **Active church - pulpit announcements**
- **Take flyers to places you frequent**
- **Hometown/local papers calendar**
- **Get interviewed with local papers &/or radio stations**
- **Go to rallies & events and talk to people...**
- **Carry a sign up list & QR code - gather names & emails to build a database**
- **Have your 4up flyers on hand 24/7**





Full Speed Ahead

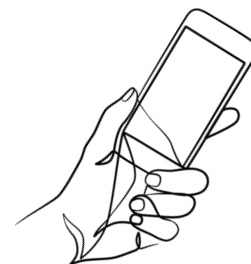


PRESS PLAY AND PRESS FORWARD

Class is about to start. Folks are mingling around the snack table. Now what? Welcome your attendees, share your Step 1 mission statement of WHY you are hosting a class-and then **PRESS PLAY** on the video!

HICCUPS. Why do we say **PRESS FORWARD**? Well, If something goes awry such as a tech issue, power outage, only 1 of 10 students shows up, etc.– just know that's not only ok, but it's normal– so just keep pressing forward. Folks are cheering you on, they're grateful you're the one leading the class, AND you will grow from it while in the meantime igniting liberty in your sphere.

Communication



CLASS REMINDERS & FOLLOW-UP COMMUNICATION

Within your Create and Manage Classes segment in your Dashboard, you're able to communicate with your students. It's extremely beneficial to send a **reminder email** prior to each class (*morning of or night before*) as well as a follow-up/recap the day after class. Pre-written reminder content is ready to go for you– or you can customize/edit it to include additional info and/or to insert your personality.

After each class you can write a quick **follow-up** recapping a highlight or two from class plus you can dangle a carrot of what to look forward to in the next class. These two suggested **communications** keep your attendees engaged and in the loop so they keep coming back!



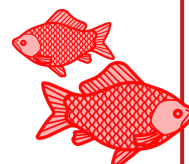


How to Make Your Classes Fun

Not only do children love to have fun and will remember more when having a good time and winning little prizes, but the same is true for adults!

Scarlett's Prize Basket Ideas

Box of Swedish Fish Especially fun on the week discussing the General Welfare Clause via the example of the Codfish Debates!



Pocket Principles Purchase for **\$2** each at ***PatriotAcademy.com/Store*** (less if purchased in packs and/or with purchased license discounts)

Red, white and blue Stars & Stripes pens Purchase at ***Staples.com*** (brand: Pentel), break up the set of 3 and give the single pens away)

Keep your eyes open for sale items Note pads, flags, patriotic photos, red/white/blue m&m's, etc.

American History Posters Pick your favorite Founders and Icons
<https://shop.wallbuilders.com/product-category/posters/>

Educational & Fun Pamphlet "Thanksgiving in America" explains the spiritual significance behind this favorite American holiday. (Order online here: **<https://shop.wallbuilders.com/product/thanksgiving-in-america-tract/>**)

Educational & Fun Pamphlet Dr. Benjamin Rush, a signer of the Declaration of Independence firmly believed in the Bible as a primary text in America's schools.
<https://shop.wallbuilders.com/product/the-bible-in-schools-tract/>

Add your own ideas and share them with your fellow Coaches in the Coach Social Media Groups! Our bookmarks and stickers are great giveaways too!





Q&A Trivia Game

For class engagement, do some interactive Q&A! You can make this a fun "Did You Know" game utilizing "Scarlett's Prize Basket" or even with no prizes at all. The person who gets any answer correct gets a prize (or a high five). Pocket Principles are a popular prize and can be purchased at: PatriotAcademy.com/Store



Did You Know...?

There are 3 branches of government, including a system of checks and balances, HOWEVER, they were never intended to be "co-equal".

- *Which is the most powerful and why?*
- *Which is least powerful and why?*

Supreme Court Justices are not actually appointed for life.

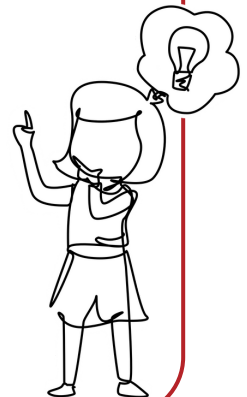
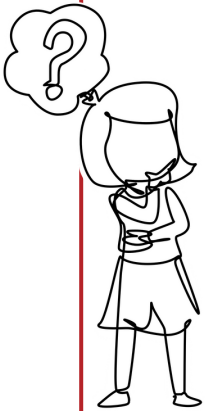
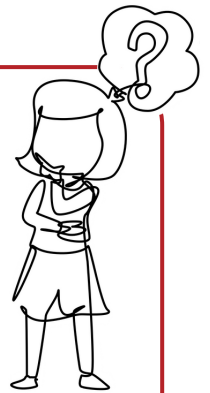
Constitutionally speaking, how long are their appointments supposed to last? (During Good Behavior)

The oft-cited phrase "*Separation of Church and State*" does not exist anywhere in the Constitution or Bill of Rights.

From where did it originate?

(President Thomas Jefferson in a response letter to The Danbury Baptist Association – in context the intent was to reassure them there would be no effort to establish a National Church, not to suggest religion has no place in the public square.)

Continue building your trivia by listening to the videos, reading the workbook, or asking other Coaches on our Social Media Groups.





Tell a Joke or Two to Break the Ice or to Fill a Brief Time Gap (Here's a couple to get you started!)

Did you know before the Constitution, it was considered illegal in some areas to wear short-sleeved shirts? ... Thankfully, we now have the Constitutional right to bare arms!



Did you know when the Constitution was first drafted, some folks were concerned it might only apply to people under five feet tall... I think it's because the Preamble begins with 'Wee the people'



Okay, last one then you're on your own

A foreign spy under the alias of "Joe Smith" is arrested by American officials. He is put in an interrogation room and confronted by an agent.

Smith: "I don't understand, why am I being interrogated?"

Agent: "Drop the act, Smith, if that even is your real name. We know you're a foreign spy!"

Smith: "WHAT? No! I'm a real American, I can name all 46 Presidents of the United States, in order, with the dates of their inaugurations and their Vice Presidents."

Agent: "We still know you're a spy!"

Smith: "You're wrong! I can name all 50 states, US territories, and all their capitals!"

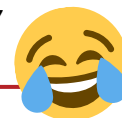
Agent: "We still know you're a spy!"

Smith: "Wait... I know every word of the national anthem, the pledge of allegiance, the Declaration of Independence, the Constitution, and the Bill of Rights!"

Agent: "We still know you're a spy!"

Smith: "Ok, I submit, I'm a spy under a fake name. But... how could you tell?"

Agent: "Because 'most' Americans don't know ANY of those things."





Tips to Foster Great Group Discussion

One challenge many coaches face is feeling comfortable and confident leading productive discussions or Q&A following the class video(s). Don't worry, discussion is not always necessary but Q&A is a fun and easy way to keep attendees engaged and on their toes!

We encourage you to figure out what works best for you and your class. You may find a mapped-out discussion guide helpful (sample below). Another option many coaches are utilizing is the class workbook itself using the fill-in-blank for Q&A to as mentioned above. Simply turn to that week's lesson and recap by asking the questions in the workbook, or maybe even filling in the blanks together!

Constitution Alive - Week 1 of 6

Week 1 - Discussion Topic #1:

Quote by John Jay, "Every member of the State ought diligently to read and to study the constitution of his country, and teach the rising generation to be free. By knowing their rights, they will sooner perceive when they are violated and be the better prepared to defend and assert them." - John Jay, co-author of the Federalist Papers, and the Original Chief Justice of the Supreme Court

What 6 Actions does David Barton list from the John Jay quote?

- 1) Read the Constitution
- 2) Study the Constitution
- 3) Teach the Constitution
- 4) Knowing your Rights
- 5) Defend your Rights
- 6) Assert your Rights

- We need this! This is the way we impact this country right now! Our form of government was designed to have the citizens know their rights, and defend & assert them when necessary.
- If you know the way the nation was designed to work – by the original intent of our founders – then you will be better able to hold elected officials accountable and defend & assert your rights. That's a big part of the goal of this course.
- As we go through these 6 weeks, try to think through ways you can do these things and help others to do these things...

Coming soon! For more discussion guide options, visit the '*Additional Materials*' page linked from *Resources & Promotional Tools* Section of the Dashboard. Sample by Coaches Jason & RaShell Southerland ~ PatriotsHope.com





Build Your Reading List

"Applied Knowledge is Power"

You can always learn more from other sources outside of our videos if you've got the time! This is totally optional, but feel free to create a list of books you have read on class topics and share it with your class if you feel they're longing for more. Of course the most powerful way to learn is for them to lead a class themselves (repetition is key)... Challenge students to register as a Coach so they can invite a few friends over to watch the video course together!

<https://www.patriotacademy.com/coach/subscriptions/1>

Reading List

Freedom's Frame *by Rick Green*

The American Story: The Beginnings *by Tim & David Barton*

American History in Black and White *by David Barton*

Legends of Liberty *compiled by Rick Green*

Original Intent *by David Barton*

The Liberty Amendments *by Mark Levin*

The Founders Bible *(wallbuilders.com)*

Stansbury's Catechism on the Constitution

(PatriotAcademy.com/Store)

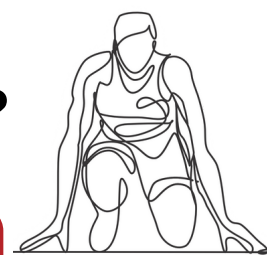
The 5,000 Year Leap *by W. Cleon Skousen*

The Heritage Guide to the Constitution *by Ed Meese*

Constitutional Literacy *by Mike Farris*

Foundations of Freedom dvd Series *(wallbuilders.com)*





What Comes After the Class?

Call to Action for Your Students

- Share/discuss civic activity opportunities going on in your area– maybe invite spokesperson(s) to speak for 5-10 minutes to bring awareness and inspire volunteerism (recommendation is to start planting these action seeds in the early weeks of class with huge call at final class).
- Get your next class on the calendar, and ask current students to help you spread the word, be your co-host or host their own class!
- Motivate and provide your students with ways they can get involved! (*Become a Coach, poll watcher, etc.*) A convenient pdf list featuring a variety of Action Items is available in your Promotional Tools segment.
- Interested in running for office? Check out our 'Campaign Coach' course. <https://www.patriotacademy.com/store/product/68>
- Sponsor one or more students to attend Leadership Congress! <https://www.patriotacademy.com/leadershipcongress/>
- Sign the petition with Convention of States (conventionofstates.com).

Step Into Faith and Live Out the Call

It's normal to feel nervous, to think you don't know what to say, to feel like you don't know the Constitution, or any other obstacle or form of doubt. Remember that you answered the Call by signing up to be a Coach at such a time as this with training & support at your fingertips. So keep pressing forward and hold fast to these truths...

"To whom much is given, much is required."

- Luke 12:48

"... let's run with endurance the race that is set before us..."

- Hebrews 12:1





KEY PERSPECTIVE



DID YOU KNOW?...

- The majority of your fellow Coaches know very little or next to nothing about the Constitution before leading their first class.
- All Coaches feel a little or a lot nervous or reluctant when hosting a class or speaking in front of their group.
- You don't have to have a lot of personal time, a perfect class space, a lot of attendees, etc. to host a class.
- We live in an imperfect world, so why wait for perfect conditions? Repeat Rick Green's mantra:

"I'd much rather have sloppy success than perfect nothing"

- Rick Green

SUPPORT TO RUN THE RACE

WE'VE GOT YOU COVERED!

Coach Training Calls:

Weekly Advanced Training on Thursdays, and New Coach Onboarding 1X month. Recordings available afterward. Watch your email & social groups for info and schedules.



Coach Mentor

Program: Request a mentor and we'll match you with an experienced Coach to guide you in launching your first class.



Social Media Groups:

Connect with the Coach Community for support and camaraderie on multiple platforms- FB, Telegram & MeWe (*FB is most active of all*)



Coach Support Team: Your Coach Support Team is just an email away if you have any additional questions email Coach@PatriotAcademy.com



Torch Passing Tools



Bond with your besties! Go to one of our Constitutional Defense Training Courses with your class! See how to get \$100 off at the bottom of your Coach Dashboard Training page!



Visit our Affiliates page to see companies we've partnered with. Some may be ones you & your classmates would love to do business with! Use our links to help Patriot Academy earn funds for our mission!

www.patriotacademy.com/affiliates/



On your bookMARK, GET SET, GO!

Great giveaway...

www.patriotacademy.com/store/product/134



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