

# Kathi Lipp's Writing at the Red House

## Brand Camp Part Three: Connecting with Your Ideal Reader

### Know Your Audience: A Tip Sheet from Brand Camp

Writing at the Red House Podcast with Kathi Lipp & Tenneil Register

#### Friend, Let's Get Real for a Minute...

We know you're spinning a million plates-family, work, laundry (always laundry)-and now you're also trying to grow your writing platform. But here's the thing: all the pretty branding and clever content in the world won't matter if you're not speaking directly to the right people. The ones who need your message.

This tip sheet is here to help you figure out who those people are and how to connect with them. Not perfectly. Just faithfully.

#### Step 1: Who Is Your Person?

Think beyond demographics and start with this question:

"Who is already leaning in?"

Look at who is:

- Responding to your posts
- Replying to your emails
- Asking you follow-up questions

Pro Tip: Think of the one person who would nod all the way through your blog post or sit next to you at a retreat scribbling down notes. That's your audience.

#### Step 2: Talk TO Them, Not AT Everyone

You are not called to reach everyone.

Jesus didn't run a marketing campaign-He spoke to the one in front of Him. So should you.

Ask specific questions in your content:

- What's the biggest challenge you face when you sit down to write?
- Where do you feel stuck when building your platform?

# Kathi Lipp's Writing at the Red House

- If you could fix one thing about your morning routine, what would it be?

And yes, it feels risky. But so does not doing it.

## Step 3: Test the Waters

Try this challenge:

1. Choose one question you think your reader would care about.
2. Post it three different ways over a week.
3. Use AI or a friend to help reword it.
4. Then-show up in the comments. Respond. Engage. Encourage.

Example: "You can just reply to this email-I actually read them!"

## Step 4: Don't Worry About Flopping

Sometimes your post will fall flat. You won't die. (Kathi hasn't yet!)

If it doesn't hit the first time, tweak it. Just don't give up.

Keep showing up. Keep listening. And keep speaking directly to your reader's heart.

## Step 5: Speak from Hurt Through to Hope

Your story has power-but only if it brings your reader with you to a better place.

Use the Message Map:

- Hurt - What's the struggle?
- Hope - What's the spark?
- Healing - What's the next faithful step?

No trauma dumping. No emotional cliffhangers. Just grace and guidance.

## Your Action Step This Week:

1. Choose one specific question your reader might care about.
2. Post it three times in slightly different ways.
3. Show up in the comments or inbox like the friendly neighbor you are.
4. Watch what resonates-and do more of that.

# Kathi Lipp's Writing at the Red House

## Final Encouragement

A brand that knows its audience is a brand that grows.

You don't need to impress the masses-you need to connect with your one person.

God's given you a message.

Now go speak it in a way that makes her feel known, seen, and inspired.