

Knowing Your Audience

Homework Worksheet · Writing at the Red House Podcast

Before you pitch, you need clarity. This worksheet walks you through the exercises from the podcast to help you identify exactly who you're writing for, what they need, and why you're the right person to write it. Grab a pen, take your time, and remember — the first answers off the top of your head won't be specific enough. That's okay. They'll point you in the right direction.

1 Know Your Audience

Think about your ideal reader — not "women" or "Christians" or "everyone who needs hope." Think about a specific kind of person. Now answer these three questions:

What keeps your audience person stuck at 2 a.m.?

What have they already tried that isn't working?

What do they secretly want to believe is possible?

2 The Three Real People Exercise

Think of three actual humans you have served, helped, or encouraged. These can be readers, friends, coworkers, neighbors — anyone whose life you've spoken into. If you don't have an audience yet, think about people in your real life. Who have you helped? What changed for them?

Person 1 Name / initials: _____

What was their situation? _____

What did they need most? _____

What change have you seen in their life? _____

Person 2 Name / initials: _____

What was their situation? _____

What did they need most? _____

What change have you seen in their life? _____

Person 3 Name / initials: _____

What was their situation? _____

What did they need most? _____

What change have you seen in their life? _____

What patterns do you notice across these three people?

3 Your Audience Statement

Now put it all together. Complete this sentence as specifically as you can. Remember: if you say "women" or "people who need hope," you're not narrow enough yet.

I help _____
(who — be specific!)

who are _____
(their situation or struggle)

to _____
(what you help them do)

so that they can _____
(the transformation)

Examples from Kathi:

"I help cluttery women between 45 and 65 who are overwhelmed by past, present, and future clutter to reduce that clutter by 5% so that they can start feeling hope for their home."

"I help pre-teen moms who are anxious about their daughters to create great questions to ask their girls so they can get to know each other better."

4 Pitch-Readiness Gut Check

Kathi says: if you can't finish this sentence, you're probably not ready to pitch yet. That doesn't mean you're disqualified — it means you're delayed. Try it:

This book is for _____

who want _____

What's next? Bring this worksheet to the Red House Writers Collective, where Kathleen Kerr will walk you through turning this clarity into a pitch that works. Check the show notes for details and a special podcast listener price.

Friends, go tell your only-you story of God's extravagant love in your life. — Kathi