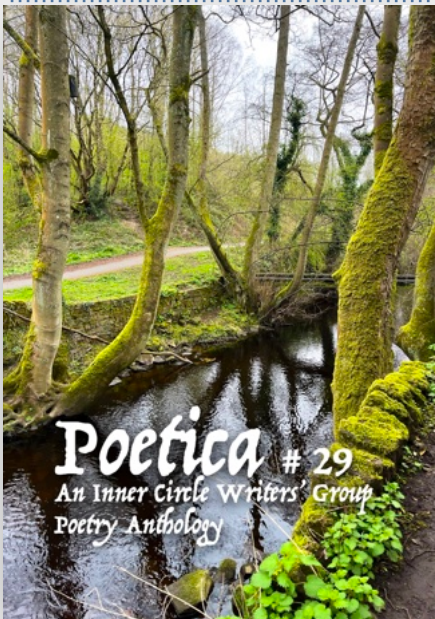


# CLARENDON HOUSE PUBLICATIONS

'The world is better with all this beautiful work seen at last.' - A. Delf, author

## This week from Clarendon House



### *Poetica # 29:* *An Inner Circle Writers' Group* *Poetry Anthology*

Featuring the work of Sultana Raza, Kerri Jesmer, Craig Richard Tickner, Jacek Wilkos, Michelle Chermaine Ramos, Trish Parkinson, DJ Elton, Peter Kenny, Gareth Macready, Dr. Afshan Aqil, Hanna Biali, Debby Hackbarth, Christine Karper-Smith, John Grey, the Birch Twins, Linda M. Crate, Mike Turner, Jim Bates, Marlene Fabian Stiles, Tim Law, Tony Fyler, Aminath Neena, Mark Pearce, David Painter, Anahit Arustamyan, Suranjit Gain, Colleen M. Lyon, Linda Sparks, Justin Wiggins, Catherine A. MacKenzie, Michal Reiben and Kelli J Gavin.



## Welcome!

Welcome to the Clarendon House Newsletter for week ending 17th April 2026!

Last week: Issue # 87 of the Inner Circle Writers' Magazine was released! The **Great Clarendon House Writing Challenge** is underway for 2026 and the first ten entries are ready for you to read beginning on page 15! Then it's YOUR job to decide which FIVE stories go through to the second round on someone's journey to a book contract from Clarendon House! Get started now! You have until **May 1st** to send in your vote!

This week: Poetica # 29 was released! Wonderful poetry from all over the world - which is already getting excellent responses.

Feedback is welcome. Drop me a line at [grant@clarendonhousebooks.com](mailto:grant@clarendonhousebooks.com)  
Below is a popular blog item.



## 6 Aspects of Building an Author Platform

You've probably heard it said that writers these days need something called an 'author platform'.

But what exactly is an author platform? A dais to stand on when talking about your book? Part of a railway station? A raised shoe? We need to take it seriously, though, because without an author platform you will tend to struggle - we just have to know what one is and how to create it.

An author platform breaks down into the following components: your persona (a mix of your 'uniqueness', your area of expertise and your personality); who you know; your social media presence; anything that you've done in the past that has registered in any way in the media, including any previous books; your existing readership and your ability to follow through and get things done.

Let's look at each aspect in detail:

### 1. Your Persona

More than half the problem that people have with developing an effective author platform is that they are trying to be someone else. They look at what's needed and think 'OK, so I need to be this way to achieve that.' But the truth is a little different. What's really needed is YOU. To

strengthen your idea of You may require that you do some things that you might find unusual - like:

- a) List your strengths
- b) Describe in a sentence or two why you are the only person who could have written your book(s)
- c) List a few unique or at least highly uncommon experiences that you have had (they don't have to be dramatic, just unique)
- d) Write at least three genuine compliments to yourself for things that you have done.

The first step toward developing an effective persona is to have at least some belief in yourself.

An online persona can be three things:

- i) a fake image
- ii) yourself with no holds barred, including a whole mess of reactions and emotions
- iii) an authentic You without displaying your worst side.

Because you might want to retain a little privacy, not to mention dignity, you should probably aim for iii) an authentic You. The good thing about this is you decide just how much you want to show of yourself.

Once you have fleshed out a persona for yourself, let's have a look at the other aspects.

## 2. Who You Know

You've probably heard of the Six Degrees of Separation, the idea that we are only six people away from everyone on the planet. You know someone who knows someone who knows someone else, and so on. For example, I have met three Prime Ministers in my time - that means, given the people that they have met, that my 'invisible network' is quite large. But everyone whom you know is important, they don't have to be famous or powerful. Everyone you know is a contact of some kind. Part of this is that the more people you know, the more influence you have, but a more important part is that everyone needs to be treated with the same dignity and respect a) because they just should be for their own sake and b) because you don't know who they might be connected to who could really help you.

In terms of an author platform, this means that you need a policy or an approach to people in general - everyone who comes on your 'radar' should be treated well.

## 3. Your Social Media Presence

Social media can be overwhelming, and a 'social media presence' can sound like an enormous, out-of-control thing. So set some limits: if you only feel comfortable using one channel of social media, use that one; if you don't like a particular channel, don't feel obliged to use it. Set up a profile on the ones you want to, and post once a day.

Pinterest is good for images; YouTube is good for videos. Play around until you find a social media channel (or maybe two) that works for you and your writing, and with which you feel comfortable.

The keys to building a social media presence are posting regularly and engaging with people. Don't spread yourself thin across multiple platforms, focus on content and engagement. It can take a while to build up a following on social media, but you'll do so quicker if you are consistently active and you actually participate in conversations.

## 4. Your Media Footprint

You may have no such thing. If people search for your name, perhaps nothing comes up except your Facebook profile, if that. This is partly why having a blog is useful, because it's an easy way of putting something out there for the search engines to find.

Another good thing would be to put out a couple of e-books. This is surprisingly easy to do. Getting a short ebook to publication is a fairly simple process.

Media opportunities will arise, as will interviews. It all qualifies as 'media'.

Self-promoting can require a difficult shift of consciousness, especially for writers who may be used to solitude and an introvert's life. Developing a persona above can help, as can getting into the habit of blogging. With practice, it gets easier.



## 5. Your Existing Readership

If you don't have readers yet - and even if you do - you will definitely need a website.

The website will need a sign-up form to capture email addresses. You absolutely need to collect emails, so that you can send out worthwhile content to your own database, rather than depending on anyone else's. Your email list will take a while to build to a decent number of identities, but it will slowly grow to at least 1,000.

That's your readership.

## 6. Your Ability to Get Things Done

Sticking to a schedule means that you have a chance of creating content, either for blogs, websites, social media or new books.

Building an author platform is hard work, but it's like putting in the foundations of a

house. Once they are in, they are in, and all kinds of other things can happen; without them, everything will collapse and can disappear quickly.

If you want to be a published author, if you want readers, you have to write content, connect with your readers and put yourself out there. Work out a schedule that works for you. Keep going, even when it feels like no one is listening and eventually people will start to listen, and eventually you will get feedback that will make it all worthwhile.

There are some short cuts to this, but you'll still need to put these basics in. The short cuts I'll deal with in a later article.

Get my free e-book *How to Blog Daily Possibly Forever* - just drop me a line at [grant@clarendonhousebooks.com](mailto:grant@clarendonhousebooks.com) and I'll send you the pdf!

# How Stories Really Work

*Exploring  
the Physics  
of Fiction*  
by Grant P. Hudson



*'I'm reading through **How Stories Really Work**. I've studied writing books for years but I've never seen anything like this! This book is REVOLUTIONARY. Everything is made so simple and precise that other methods of writing seem clumsy by comparison. It's not just a way of writing, but a way of seeing.'*

-A. P. (Author)

● CLARENDON HOUSE AUTHOR

ALEXANDER MARSHALL

From the world of the  
Sword  
SUNDERGOST

A PHANTOM SWORD OF RONDAR  
ADVENTURE

**Annia is devastated when her lover Castagath is stolen from her by the pirate chieftain Harabund -devastated because she didn't realise just how vulnerable love had made her...**

When Harabund sends her on a quest to the edge of the world in search of a fabulous jewel from the ancient world, she discovers that others are also emotionally tormented on the journey: Zard wants to use the jewel for revenge against Athbar, the would-be Emperor of Turgal, but Zamatar, of the Order of the Serpent, seeks the same gem to find salvation...

Why does the mysterious Jewel seem to have chosen her?

And what other age-old secrets await on the enchanted atoll of Ubatar, last of the Twisted Isles?

QUEEN OF  
THE TWISTED  
ISLES



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ALEXANDER MARSHALL

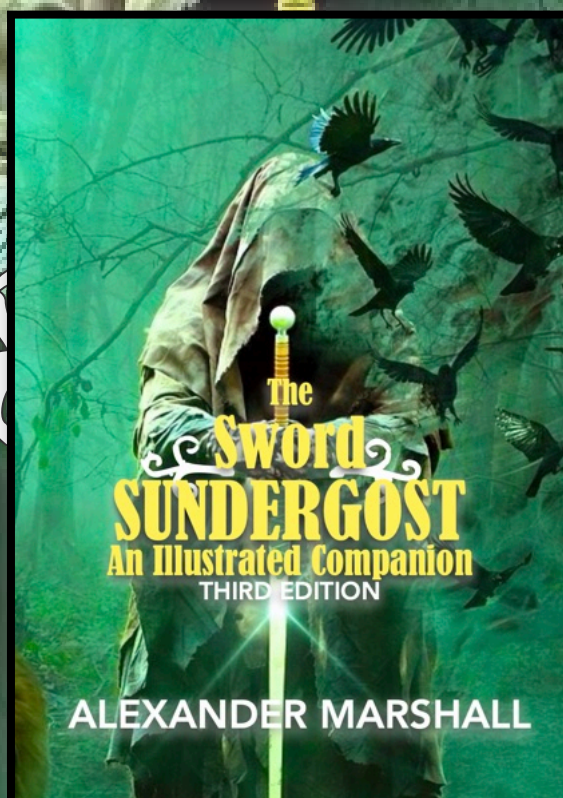
For lovers of J. R. R. Tolkien, C. S. Lewis, Ursula K. Le Guin and epic fantasy on a grand scale...

And now, for FREE, comes this lavishly illustrated e-book to give you a glimpse into the wide world of Gandria - from the mighty mountains of the Penning to the deserts of Turgal; from the heroic and tragic Valkurn to the twisted and burned Dare-kor; from ancient and powerful gemstones to the Sword Sundergost itself, herein are many windows into the imagination of Alexander Marshall.

THIRD EDITION: now with updates to include *The Phantom Sword of Rondar* and *Queen of the Twisted Isles!*

# The SWORD SUNDERGOST

An Illustrated Companion  
REVISED AND EXPANDED



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# CLARENDON HOUSE AUTHOR

## GARETH MACREADY



# THE BONES OF MY UNIVERSE

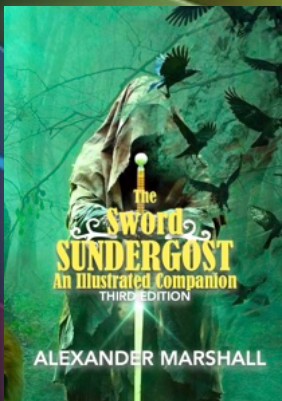
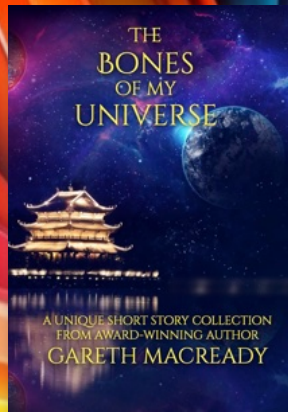
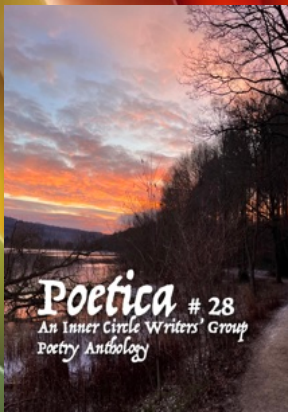


In this unique collection of short stories, Gareth Macready demonstrates both tremendous skills as a writer and an extraordinary understanding of both the Australian and Japanese cultures, blending them together to create science fiction like nothing else you will have ever read, including Dragon Tech, alien police procedures and dramatic martial arts, as well as a fine sensitivity for the human condition.

Gareth Macready lived in Japan, working as a variety act, and built a small studio theatre there. He received the Key to the City from Osaka City Council and collaborated with Japan's biggest comedy company, advising the council on the city's inaugural PerformaFest. Ten of his short stories have been published in Galaxy anthologies. One of his short stories received an Honourable Mention from The LRH Writers of the Future Competition. His short film script, Frank Sees Grandpa, won the Best Screenplay Short at the Ardélion Awards Gala 2025.

Make your selection from Amazon

# CLARENDON HOUSE PUBLICATIONS 2026 so far!



Stay tuned for much more in 2026!  
[www.clarendonhousebooks.com](http://www.clarendonhousebooks.com)

# CLARENDON HOUSE PUBLICATIONS

Over seven years ago, I launched Clarendon House Publications from my home here on the edge of the Yorkshire Moors in England.

Since then, I have published almost 300 high quality items - books, magazines, course modules - and helped hundreds of authors and poets achieve publication, some for the first time.

Over 30 authors have had individual novels or collections produced through me - some of these have had several books published and have gone on to carve out careers for themselves as writers.

With the best-selling books **How Stories Really Work** and **Become a Professional Author** (and the **Become a Professional Author Course**) I have helped writers understand exactly what it is they are doing and how they are doing it - and boosted their confidence to do more of it.

Many Clarendon House writing tools have been released for free download, fully illustrated, in order to assist writers create real careers for themselves.

Now, here collected for the first time for your convenience, are all those publications with links to take you to wherever you need to go to acquire them. They make great gifts - for yourself and others!

Please email me if you have any questions or feedback:  
[grant@clarendonhousebooks.com](mailto:grant@clarendonhousebooks.com)

Here's to many more publications and many more years helping you achieve your dreams!

Grant P. Hudson

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