

CLARENDON HOUSE PUBLICATIONS

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

This week from Clarendon House



Issue # 82 of the Inner Circle Writers' Magazine

In this month's thrill-packed issue, we get to meet **S. A. Hunt**, author of *Law of the Wolf*, *Ten Thousand Devils*, *Burn The Dark* and many others, plus we get an action-packed **Master Author Showcase** from the pen of **Robert E. Howard** and an Emerald adventure from **Tobias Green** and **Alexander Marshall**!

We get to find out more about the principles behind storytelling in our **Fictivity** series, discover a simple checklist for studying poetry effectively, and, in **The Laws of Spamming**, we learn what's wrong with our marketing.

Plus the second episode of the classic children's story *The Railway Children* and much more!
Enjoy!



Welcome!

Welcome to the Clarendon House Newsletter for week ending 14th November 2025!

This week: Issue # 82 of the Inner Circle Writers' Magazine was released! Jam-packed with exciting fiction, insights and tools for writers, this is still the best value on the writing market! Subscribe now!

Coming soon: *Spacetruckers # 6: Marvis City Blues*, by Andrew and Helen Birch, a collection of detective tales set in the world of Spacetruckers AND the first instalment of the science fiction epic *Saga of the Inner Worlds: The Genetian*, by Tobias Green and Alexander Marshall - and lots more!

Feedback is welcome. Drop me a line at grant@clarendonhousebooks.com

Below is a popular blog item.

The Secrets of Successful Business Part Four: Conversion – What It Is and What To Do About It

These principles apply to writing as an enterprise aimed at commercial viability.

You will have read a lot about 'conversion'. Conversion is normally seen as the change from viewer or reader or prospect to customer - that is, the process by which a person becomes committed to you and what you have to offer. It's worth noting exactly how this process works, as well as why you should place just the right amount of attention on it, neither too little nor too much.

In the same way that a reader is pulled along by a story, so is a prospect almost physically pulled into action on a moment-by-moment basis. What creates this motion?

Need.

Need creates emptiness; emptiness drives us.

But this emptiness is of two kinds:

- the prospect's own, the absence of solutions to personal concerns or things that he or she wants or needs to have in the context of the situation ('customer-driven')

or

- emptiness created by your business which then impinges upon the prospect ('business-driven').

If you want more customers, find or create emptinesses.

As we see in the worlds of fiction, the reason that a journey or quest motif is so common, especially in fiction for younger readers, is that a journey or a quest is based on a simple need: the hero needs to get somewhere where he or she isn't at the beginning; or to find something which he or she doesn't have at the beginning. The same principle applies in the world of commerce.

The gap between the existing state of affairs and achieving the target is the need that pulls the prospect along - and which eventually creates a 'customer'.



Obviously, there is great skill involved in this. Using judgement and establishing agreement with the prospect, marketing campaigns create forward motion. Prospects' needs draw them out of their initial environments into the environment of your business. This applies whether you are selling insurance or gardening or pizza or cars.

All prospects have vacuums - missing things, losses, damage, needs. That's what makes them prospects. And then your business has to have vacuums - missing things, losses, spaces - which move things forward. We will examine the four main types of these things soon.

But for now the thing to remember is that the closer you can get prospect vacuums to coincide with vacuums created by your business, the better your business will do because the more prospects it will convert into customers.

Less commonly, the conversion of a prospect to a customer is entirely driven by your business - this could only happen when a business has convinced a prospect that he or she has a need when one didn't really exist.

More usually, the prospect's own needs or desires drive things forward. But you have to convince a prospect that his or her needs are matched by what your business provides, which means that you have to demonstrate an understanding of the prospect's emptiness.

Either way, the driving force is something missing. If the vacuum is made real enough, and is strong enough, the prospect will swing round and align his or her actions with yours and you will have a customer.

Growing Vacuums

Prospects develop into customers along particular lines. At first, a person may have no awareness of anything missing in his or her life; then there may be a vague awareness, followed by a larger or growing need, leading to a desperate desire.

Motivating a prospect so that he or she becomes a customer is the art of locating the need which has sufficient pulling power to produce the needed action.

The stage of desperate need occurs when you have obtained enough commitment from a prospect and you simply have to point him or her in the right direction and remove barriers between him or her and what you deliver.

This has to do with, and defines, conversion.

If this is the case, then, why do so many businesses fail?

What is going on that these apparently simple principles don't get applied and prospects are soon lost even if they are initially acquired?

If everything above is known and obvious, then surely it's too easy and anyone could be a successful business person?

Something seems to go wrong right at the heart of many attempted businesses which causes the above simplicities to be obscured and everything to become so much more hard work and struggle than it needs to be.

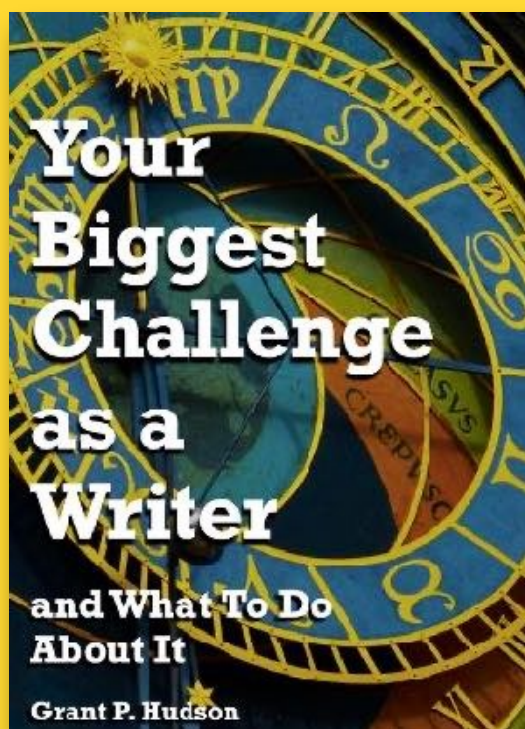
The answer is that, apart from not knowing enough about prospect needs and how to build them, marketers also often fail to build on them enough.

Conversion doesn't end with engaging the prospect.

Surely engaging the prospect is the entire point and purpose of marketing? Yes, obtaining engagement from prospects is a major part of what you are trying to do - but it's not the whole picture. Conversion doesn't actually end with getting someone's attention: you can actually go on and on using this approach to get commitment after commitment after commitment - which is the key to escalating engagement - as long as you focus on producing fulfilment for customers.

In other words, if your whole attention is on obtaining engagement or a purchase as a final product, then your business will end up eventually losing customers in the longer term. You have to become an experienced practitioner at creating vacuums and then filling them - and then creating even more vacuums and filling them.

Together, vacuum building and getting customers are, once you grasp these principles, becoming a science, like physics. And if you learn that science and apply it, you'll get dependable results every time. But like any science that is trying to be a technology, it has to do something.



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Kings of Red Valley Volume One

High in the Absaroka Range of the wild territory of Wyoming, Red Valley became the home of three great families, the Castletons, the Malmouths - and the Kings, who took the narrow land around High Gulch, amongst the peaks.

But when Victoria King's father Matt dies, her whole world begins to unravel - what she thought was her home is soon left far behind as she is pursued across snowy mountains and through dark, twisting valleys by evil men, focused on one thing: possessing her, and through her the whole valley. Strange, half-savage men, wild, half-demonic bears, and a man who has no heart at all await her on the road, and much more besides...

Join Victoria King, her loyal partner Abe Stone, the peculiar wild man Old Laramie, Captain Stirling and others on a ride you will never forget into 1880s Wyoming, where the only real law is written by the bullet...



The Shattered Stone

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CLARENDON HOUSE AUTHORS
BERNARD CRISPIN
WITH ALEXANDER MARSHALL

THE JOURNALS OF
SUSAN COVENTRY
VOLUME ONE

WINTER'S
DOOR

When Susan Coventry and her brother Reggie are evacuated to a huge rambling ruin of a house in Yorkshire after a bomb in the London Blitz kills their parents, little do they suspect the adventures they'll have...

Like meeting Professor Cassius Clocktower, the mysterious man from another world, and his tiny lightbird, Erith...

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Or encountering the Ghost of Greenbridge Gate...

Or trying to figure out how on earth to get rid of the horrible Skelthorpes...

And what is the real significance of the portal known as Winter's Door?

Begin following the exploits of Susan and her brother in this first of the Journals of Susan Coventry.



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CLARENDON HOUSE AUTHOR ALEXANDER MARSHALL RAVEN STARK: HYPEREAN WARS



THE RETURN OF CAPTAIN INVINCIBLE

1940: Britain and Nazi Germany are at war.

HMS Eagle, under the command of Captain John Strange, is sent to investigate a huge craft of extra-terrestrial origin which has plunged into the ocean west of Spitsbergen. He finds that the Germans have been there first - and that the secrets of the ship threaten to alter not only his life, but the entire destiny of humanity...

In this novella launching the Raven Stark series, sorcery and spectral evil meet super-science and space wars - and the world will never be the same again...

SPECTREBROOD

1940: Britain stands alone on the threshold of an invasion...

But from an alien craft in the Arctic Sea comes an evil even greater than the Nazi threat...

Raven Stark, a gifted but physically challenged orphan with a talent for tackling bullies, stumbles upon a secret initiative to save humanity hidden under an ordinary London shop...

When her best friend disappears while seeking her sinister father, Raven is driven to make decisions that will change life on Earth in ways no one could have imagined - and to find out who, or what, she really is...



THE HAND OF PSION

1940: the Nazi regime stands poised to invade Britain...

But the nascent British Space Fleet has its hands full with a menace far more powerful, one that threatens all life on Earth...

With her best friend taken by the enemy for purposes too dark to contemplate, and Captain Invincible shorn of his powers, the newly emancipated Raven Stark finds herself confronting the ultimate challenge alone, on the frozen edge of the world...

CLARENDON HOUSE AUTHOR

P. A. O'NEIL



P. A. O'Neil's previous book, *Two Sides of the Same Coin: In-between Stories of Sherlock Holmes and John H. Watson*, approached these two amazing characters created by Sir Arthur Conan Doyle as if they had been real. O'Neil revealed details about their lives and interactions in that book which brought them to life even more for avid Holmes and Watson fans all over the world.

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JILL KIESOW



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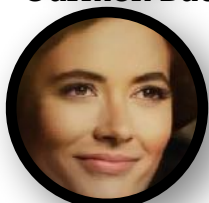
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Carmen Baca



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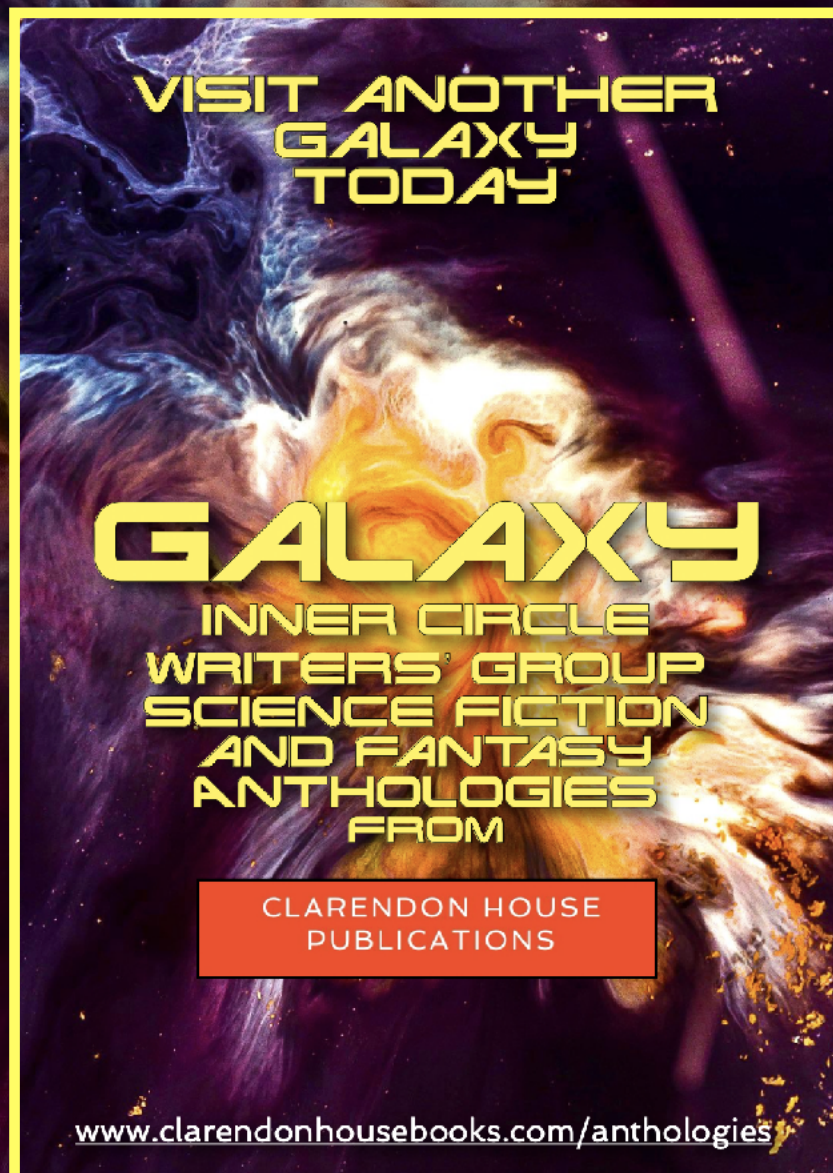


Samantha Hamilton

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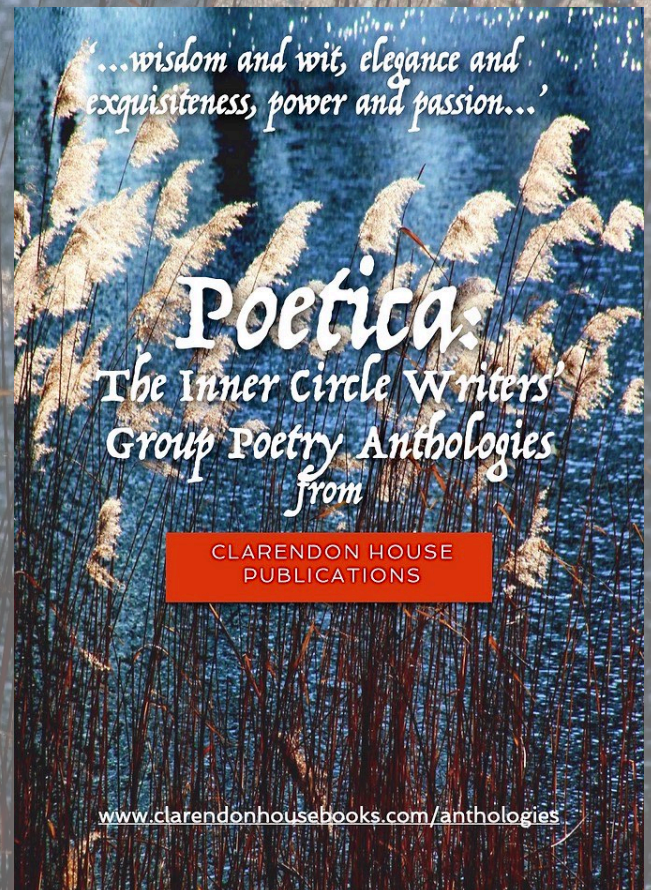
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The

Poetica

anthologies

*Poetry should surprise
by a fine excess and not
by singularity—it should
strike the reader as a
wording of his own
highest thoughts, and
appear almost a
remembrance.
— John Keats*



For a complete guide to the Poetica anthologies,
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CLARENDON HOUSE AUTHOR

ALEXANDER MARSHALL



THE PHANTOM SWORD OF RONDAR

Annua Larkswing once studied to be a Herald of Raendu in the Hall of Ramsgarden high in the hills of Rondar - but she abandoned the ways of peace and went to fight in the War of the Sword, becoming one of the fabled Crimson Company...

Fearful Fretravorn is home to the Bloodseekers, vicious raiders who seek the downfall of the kingdom of Rondar across the sea; they will stop at nothing to utterly destroy that realm...

*When a savage raid upon the coastal village of Tagavorn results in the cruel death of Krisain, Annua's adopted daughter, a wild and vengeful power is unleashed which neither the lord of the Bloodseekers nor the queen of Rondar could have foreseen: it is time for the **Phantom Sword of Rondar** to strike again...*

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The Sword SUNDERGOST



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