

CLARENDON HOUSE PUBLICATIONS

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

This week from Clarendon House



Galaxy # 26
An Inner Circle Writers' Group
Science Fiction and Fantasy
Anthology

The modern horsemen of the Apocalypse, a sad tale from Marvis City, lonely robots, the perils of space travel, the dangers of climate change, dark magic, time twists, magical dreams, and more – plus a special bonus feature from the founder of Sword and Sorcery, Robert E. Howard! *Galaxy # 26* is packed with delights!



Welcome!

Welcome to the Clarendon House Newsletter for week ending 23rd January 2026!

This week saw the release of *Galaxy # 26*, featuring the work of Tony Fyler, the Birch Twins, Allan Edward Tierney, Jesse Highsmith, Gareth Macready, Suranjit Gain, A. L. Paradiso, Puneet Kumar, Linda Sparks, Timothy Law, RLM Cooper, DJ Elton, Jim Bates, Gabriella Balcom, Debby Hackborth, David Painter, Michal Reiben and Robert E. Howard.

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

Below is a popular blog item.



Intriguing the Prospect

This is how conventional marketing is supposed to work:

1. You have a group of 'warm prospects'.
2. You place before this group a well-positioned ad, or a forum comment, or a free gift in a news feed to grab some attention.
3. Those prospects with a strong enough need for your kind of work will click on them. In a group of fantasy readers, for example, someone sees your latest novel about the inner life of dragons. The topic might be quite similar to some others around, but perhaps your unique take on dragons, or a particularly interesting cover, or a spicy blurb, has prompted enough motion for their fingers to twitch and click your link.

The reason that this works, when it does, is because there is a small group of people within your 'warm' group who are ready to be 'triggered' in this way by your ad, comment or free gift. You will get some 'clicks'.

But the truth is that things have become more sophisticated than when advertising began, back in the twentieth century. Then, companies could survive on those individual members of the public who could be persuaded by the 'new media techniques' of billboards, ads in newspapers, commercials on television and so on. Even as the internet evolved, some businesses could get by using the standard advertising techniques developed by Google, Facebook and the like, as there are always some prospects who will be ready to buy.

Nowadays, though, people are flooded with streams of information which they stare at hourly through screens and phones. It's not that the public has changed all that much - there will still be people who will click and buy when they see something that they need - it's that the number of people trying to sell them things has grown exponentially.

Writers and other individual artists feel this acutely. People used to buy books that appeared in a few bookshops in their hometown, selected by traditional publishers and made available through carefully controlled and rather slow channels. A book cost a certain amount and required that someone physically go somewhere to buy it. Now, millions of wannabe authors bombard the internet with ready-made and pre-packaged ads and blurbs and images and free gifts, competing for the same number of prospects' attention.

The prospects are more or less the same; the amount of attention that they can give is more or less the same. But the amount of things demanding that attention has sky-rocketed.

This means that a well-placed ad, a forum comment or even a free gift simply don't get the attention that they used to, even when there's nothing particularly wrong with them.

There just isn't enough attention to go round.

Too many items / not enough attention creates a kind of 'trade imbalance': the apparenty is that there is too much supply and not enough demand. Your smartphone and desktop are overloaded with sales pitches in one form or another, and you can't pay adequate heed to them all.

But the battle for attention is the same in marketing as it is in writing.

When your story flagged, it could be lifted up by magnifying the unknowns - readers could be pulled along by the four key questions: 'What will happen next?', 'What's really going on?', 'What's the right thing to do?' and 'What is this really all about?'

A marketing campaign is exactly the same.

To grab your share in an overloaded marketplace, you have to develop campaigns which pull the prospect along by making him or her ask 'What will happen next?'; you have to glue their attention to your communication by compelling them to wonder 'What's really going on?'; you have to engage them on a deeper level by forcing them to contemplate 'What's the right thing to do?' and finally they have to be assured every step of the way that what you have to say is really all about something that they really need.

The purpose of fiction is to create motion towards fulfilment.

The purpose of marketing is to create motion towards acquisition.

How Stories Really Work

Exploring the Physics of Fiction

by Grant P. Hudson

But at this end of your marketing channel it is still shallow. What you need to do quickly is deepen that channel.

When a person clicks on something, he or she needs to see something immediately which will make them want to read on. What is that something?

You can best answer that question by again referring back to the fundamentals of story-telling.

What was it in your story - or in any successful story - which, within the first few pages, deepened the reader's commitment so that they were prepared to keep turning the pages and get involved in the plot?

Character.

Master authors quickly reveal a character who is so attractive that a reader feels a need to read on to find out what happens to that 'person'.

It's exactly the same in marketing.

How?

Stay tuned for the next exciting episode...or get my e-book [Marketing for Writers](#).



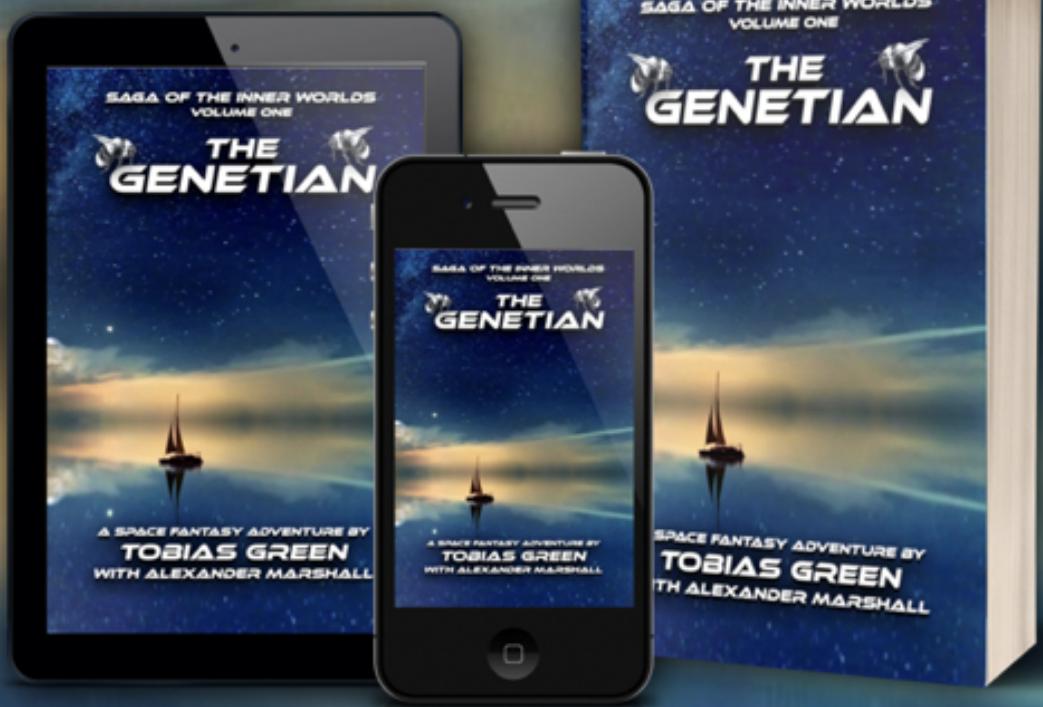
*'I'm reading through **How Stories Really Work**. I've studied writing books for years but I've never seen anything like this! This book is REVOLUTIONARY. Everything is made so simple and precise that other methods of writing seem clumsy by comparison. It's not just a way of writing, but a way of seeing.'*

-A. P. (Author)

CLARENDON HOUSE AUTHORS
TOBIAS GREEN
AND ALEXANDER MARSHALL

**SAGA OF THE INNER WORLDS
VOLUME ONE**

**THE
GENETIAN**



'Genet, the worldsphere known as Emerald, is categorised as a winterworld...'

First in Tobias Green's renowned *Saga of the Inner Worlds*.

Humble beekeeper Veren Vantra, living a quiet life alone on the island of Garth on the seas of a half-frozen world, discovers in his cellars a creature unlike anything he has seen before...

Thadassy of the Lonely Isle, daughter of the slain Thagar, is sent to find the Key to Emerald by none other than Saraptar the Celestial... Forced into a dangerous journey across storm-tossed oceans, pursued by firedemons and unearthly monsters, Veren and his companions discover wondrous artefacts left by the

legendary First Ones, voyage to the sacred sanctuary of Asdalashan on Tingular Island and then far beyond...

What are the secrets of the mysterious Inner Zone?

Why has the fabled Citadel of the North remained hidden deep in the Great Ice for centuries?

And, while the machinations of the War Lord overturn the world and everything that ordinary Genetians think they know, it falls to Veren to solve the riddle of the Golden Worm...

For lovers of fiction like that of Ursula K. Le Guin, or the Icelandic Sagas, or J. R. R. Tolkien, or mediaeval epics.

CLARENDON HOUSE AUTHORS

ANDREW and HELEN BIRCH



SpaceTruckers 6

Marvis City Blues



Jack Booth turned into the shadows, and away from the blinking neon that permeated the mask covering his face. Avoiding the puddles of the alley, he stepped into a doorway, and opened the door. Looking around, he sighed. The sign that read 'Booth, Private Investigations', was faded and peeling...

Outside, Marvis City was alive. Vendors with street stalls hawked their wares among the neon signs, to the throng of night owls, with tastes and smells from across the galaxy. Con-artists and tricksters walked up and down the strip looking for the unsuspecting tourists, and the easy mark. Cabs lifted off and set down, taking drunken revellers from across the galaxy, to night spots and flesh pots, where a week's wages could be spent in a moment. Whatever you could imagine, it could be bought in Marvis City. Whatever kink or fantasy your heart desired, as long as you had the green, it was here for the taking...

Come to Marvis City in the universe of the Spacetruckers and enter the dark world of the detective, especially that of Jack Booth, scarred ex-soldier from the Celeron Wars, who now battles against injustice and corruption as a detective in one of the wildest cities in the galaxy...

CLARENDON HOUSE AUTHOR

ALEXANDER MARSHALL

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

www.clarendonhousebooks.com/alexander-marshall

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, Erit...

Or discovering the strange mystery of the Beckenwith Necklace...

Or encountering the Ghost of Greenbridge Gate...

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

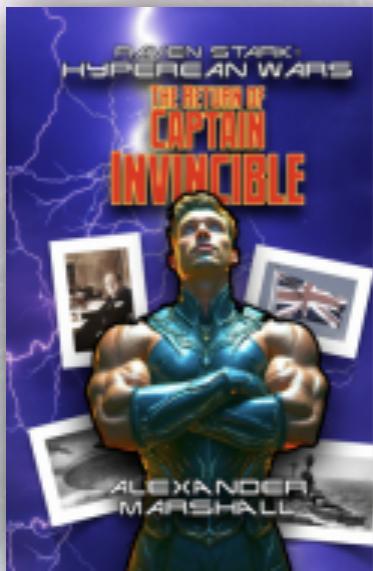
And what is the real significance of the portal known as Winter's Door?

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



www.clarendonhousebooks.com/alexander-marshall

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...

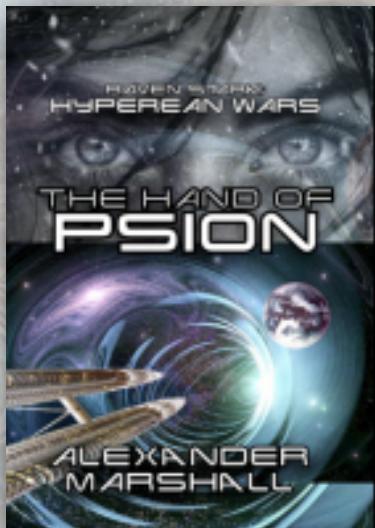
SPECTREBLOOD

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

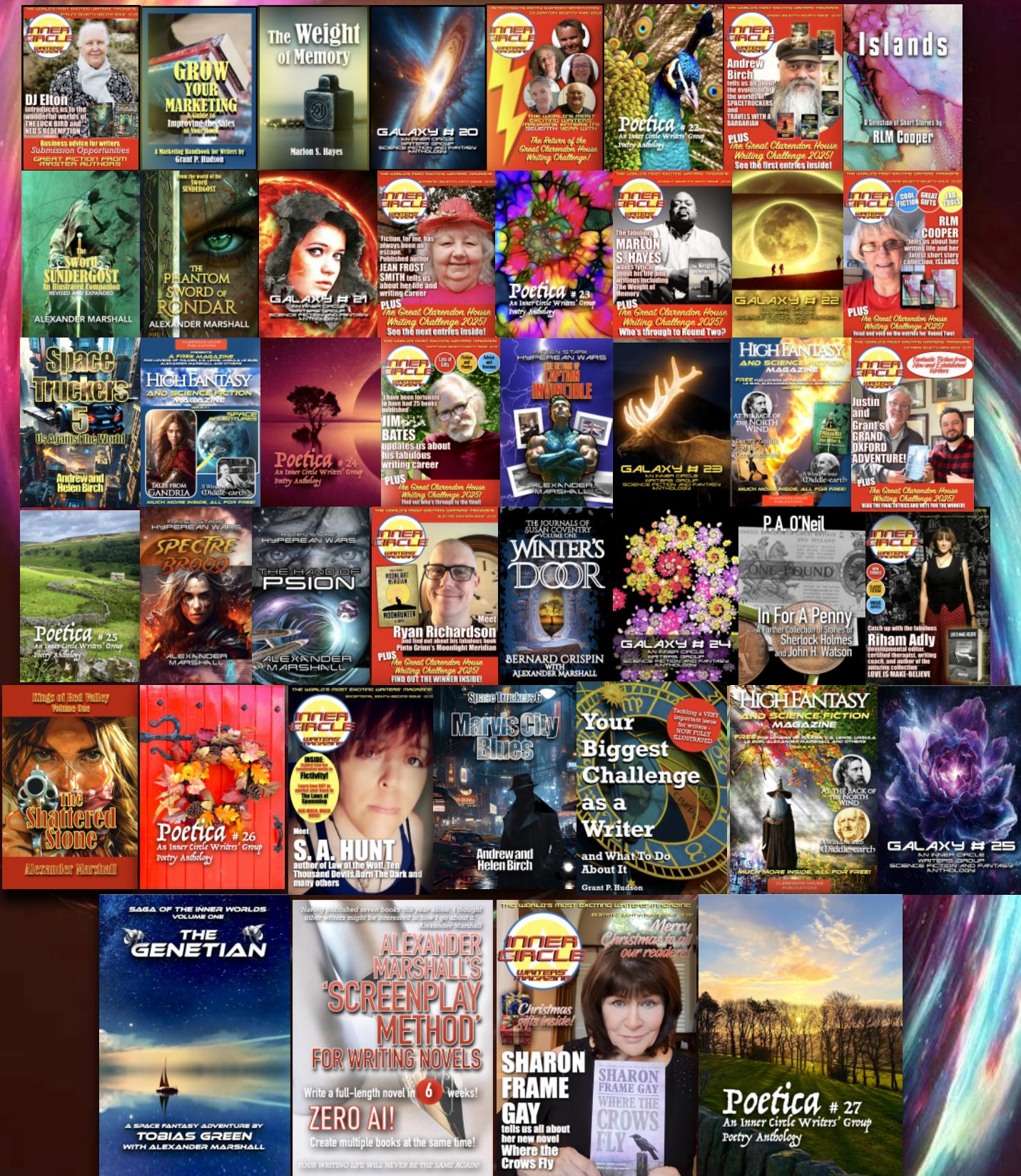
1940: the Nazi regime stands poised to invade Britain...

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...

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2025!



Stay tuned for much more in 2026!
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Peter Astle



Carmen Baca



Gabriella Balcom



Jim Bates



David Bowmore



Jennifer Brookins



Sharon Frame Gay



R. A. Goli



Peter Toeg



Bill Swiggs



Mark Scheel



P. A. O'Neil



Ruth Morgan



E. Montague



G. Marino Leyland



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GALAXY ANTHOLOGIES

VISIT ANOTHER
GALAXY
TODAY

GALAXY
INNER CIRCLE
WRITERS' GROUP
SCIENCE FICTION
AND FANTASY
ANTHOLOGIES
FROM

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including new submission guidelines,
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JOURNEY
into mystical lands full of
faeries and warrior
women, ancient
powers and strange
creatures...



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ENCOUNTER FULLY-
FLEDGED ALIEN
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FABULOUS OTHER
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Alexander
Marshall

Click on each image to visit the author's
Clarendon House webpage

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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

*...wisdom and wit, elegance and
exquisiteness, power and passion...*

Poetica:
The Inner Circle Writers'
Group Poetry Anthologies
from

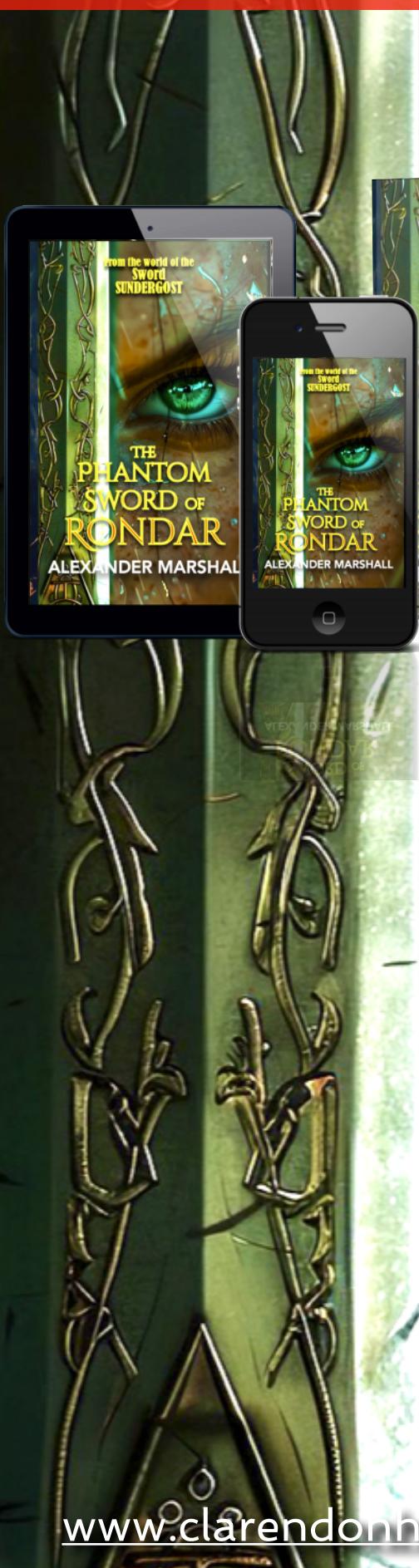
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For a complete guide to the Poetica anthologies,
including new submission guidelines,
please download this free guide at
www.clarendonhousebooks.com/submissions

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 Fretavorn 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...*

CLARENDON HOUSE
PUBLICATIONS

NOW IN ONE GIANT VOLUME

'From the fertile mind of Alexander Marshall comes a complex world of Gods, legends, dragons, ancient evil and unlikely heroes... I predict that in years to come, *The Sword Sundergost* will be hailed as a classic.'

-David Bowmore, author of *The Magic of Deben Market*

The Sword SUNDERGOST



ALEXANDER MARSHALL

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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

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

Grant P. Hudson

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