



Get published.  
Build a career.  
Contribute to creating a better world.

Become a  
**PROFESSIONAL  
AUTHOR  
COURSE**

PART THREE:  
HOW CLARENDON HOUSE CAN  
HELP YOU

Lesson One:  
It's Hard To Be A Loner

Grant P. Hudson

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CLARENDON HOUSE  
PUBLICATIONS

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## **How This Course Works and What to Expect by the End:**

The Become a Professional Author Course is made up of three basic parts:

### **1. Write Stories That Work**

In eight Lesson Modules, you will learn the basic structures of all successful fiction and be encouraged through practical exercises to produce stories of your own which grab, glue, guide and control readers' attention.

### **2. Sell Stories Effectively**

In four Lesson Modules, you will discover how marketing really works and work through several practical exercises so that you will have customers who like, buy and recommend your work to others.

### **2. How Clarendon House Can Help You**

In two Lesson Modules, you will be shown how Clarendon House lays out routes of opportunity for you to get published and acquire a readership of your own.

**IT'S IMPORTANT THAT YOU DO ALL THE EXERCISES TO THE BEST OF YOUR ABILITY TO ACHIEVE THE MAXIMUM BENEFITS FROM THE COURSE.**

# LESSON ONE: IT'S HARD TO BE A LONER

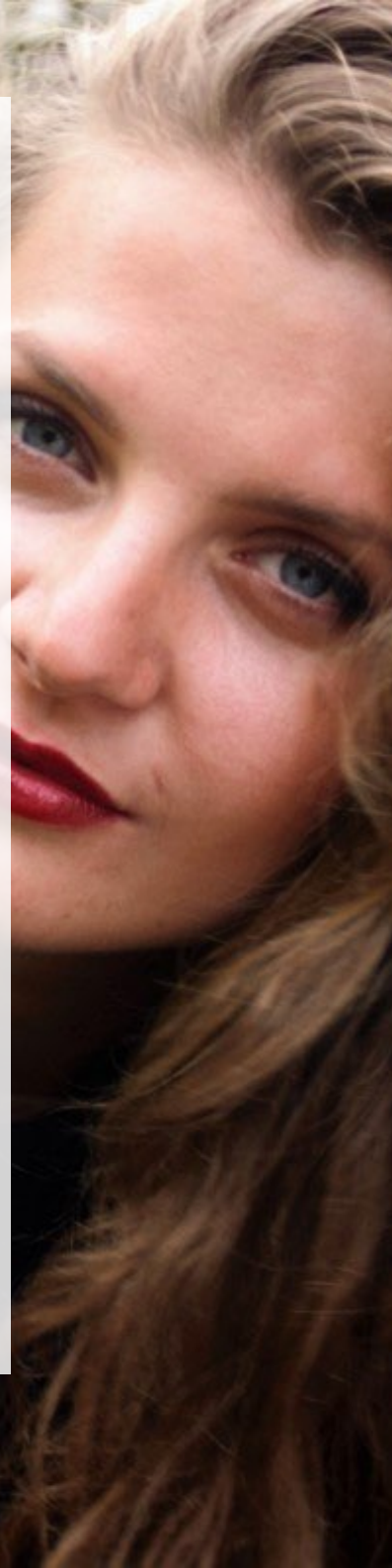
Now you have all the methodology you require to write books that attract and move readers, and to market those books effectively to an adoring public.

What could possibly go wrong?

Well, as you probably know if you've attempted to make a success of a writing life, the main difficulty you face with each aspect of such a life is that you're on your own: there's only you to act as judge, jury and sometimes executioner when it comes to ideas, work, and ways of marketing.

Clarendon House offers not only a way of defeating the 'I'm the only one' problem — it also offers an actual route through which you can advance your goals.

It starts with helping you to find your message.





## Message and Meaning Workshop

Clarendon House offers a workshop to help you get some perspective on your own work.

**The aim of the workshop is to establish your message.**

In working out what that message is we also, as you will know by now, discover who your main public are going to be.

And as soon as you know roughly who your public is going to be, you can work out a) how to contact them and b) how to further streamline your project so that your message communicates even more powerfully.





How does the workshop achieve its ends?

You send me details of your work and I assess what's involved. I might need to read the whole work; I might be able to help you work out your message by just reading some excerpts or an outline.

**The product of this workshop is a 'Eureka' moment for you: finding out what it is that you have been using fiction to say.**

Everything flows from that.



## **Course Discount**

**Students get  
50% off the  
Message and  
Meaning  
Workshop.**

The Meaning and Message Workshop is priceless, but is valued at £500.00 — as a course student, you get it for £250.00.

Contact me now at

[grant@clarendonhousebooks.com](mailto:grant@clarendonhousebooks.com)

# Shaping Stories Around Your Message Workshop

Having established what it is that you are saying with your stories, you may need help taking any existing work — or beginning from scratch — and ‘carving out’ the piece which truly communicates your message to an audience.

This workshop is tailor-made — the intention is to have at the end of it at least one piece with which you as an author are happy is a ‘signature work’ — i.e. it truly represents you well and conveys what you want to tell your audience.

**The product is at least one completed piece of fiction which encapsulates everything you want to say through storytelling.**

## Course Discount

Students get 50% off the **Shaping Stories Around Your Message Workshop**, which is valued at £500.00 — as a course student, you get it for **£250.00**.

Contact me now  
at

[grant@clarendonhousebooks.com](mailto:grant@clarendonhousebooks.com)



**50%  
Off**

## Editing and Proofreading Services

Clarendon House offers editing and proofreading services with a difference.

The difference is that we know what makes stories really work — so instead of potentially editing around in circles, we already know the ‘template’ or ‘blueprint’ that you’re going for, even if you are only half-aware of it.

Most editors and proofreaders, understandably, are doing a workmanlike job of fixing technical details at a fairly low level of storytelling, and that’s fine. But Clarendon House can bring a special and unique exterior to bear.

**The product of editing and proofreading should be a piece of work which effectively and powerfully communicates an author’s message.**

Costs again vary according to the magnitude of the project and your deadlines.

### Course Discount

Students get 50% off all **Editing and Proofreading Services.**

Contact me now at

[grant@clarendonhousebooks.com](mailto:grant@clarendonhousebooks.com)



## Author Platform and Avatar Makeover Workshop

Once you have some stories with which you are completely happy, you'll need a base from which to communicate to the world about them, and a persona to do the talking for you, as discussed in Part Two.

In this workshop, I will not only help you set up the social media presence you need — or tweak whatever social media channels you have — but also I will assist you in putting together your **author avatar**. Further to those important aspects, though, I will also **get you up and running with the whole marketing machine** so that you can swiftly learn what's involved and 'ride the bike' yourself in sort order.

So this workshop is extremely valuable.

**The product of the Author Platform and Avatar Workshop is you operating a working marketing machine.**

### Course Discount

Students get 50% off the **Author Platform and Avatar Makeover Workshop**, which is valued at £750.00 — as a course student, you get it for **£375.00**.

Contact me now at

[grant@clarendonhousebooks.com](mailto:grant@clarendonhousebooks.com)



50%  
Off

## Marketing Consultancy

Some authors, despite learning the basics of how marketing is done, just don't want to do it themselves.

So Clarendon House offers an ongoing Marketing Consultancy which includes running your social media presence and author avatar — following a set of parameters, of course. This consultancy can operate for as long as you wish — weeks, months, years.

**The product of a marketing consultancy is to get you book sales without you having to be directly involved.**

## Course Discount

Students get 50% off the **Marketing Consultancy**, which is valued at £1,200 per month —as a course student you get it for **£600.00 a month.**

Contact me now at

[grant@clarendonhousebooks.com](mailto:grant@clarendonhousebooks.com)



**50%  
Off**

**Here's what some others have said about Clarendon House:**

Clarendon House has what the majority of other publishers lack; the personal touch. Grant Hudson draws people into his cosy library (also known as the Inner Circle Marketers' Group), sits them down and works his magic. Many new writers lack confidence in their ability, so Grant fine tunes their perspective, boosts their morale and sets them up to win. I have been humbled by his untiring efforts to help us all. We are his people. He is our mentor, our eccentric English professor and our much valued friend.

**J. McCulloch, Author**

As I was scrolling fb, and seeing all these ads from people claiming to help writers do this and do that, I thought to myself, Grant Hudson is the genuine mentor. Thanks for your solid advice.

**D. Taylor, Author**

Grant is the model mentor for this new age of writing.

**P. A. O'Neil, Author**

The world is better with all this beautiful work seen at last.

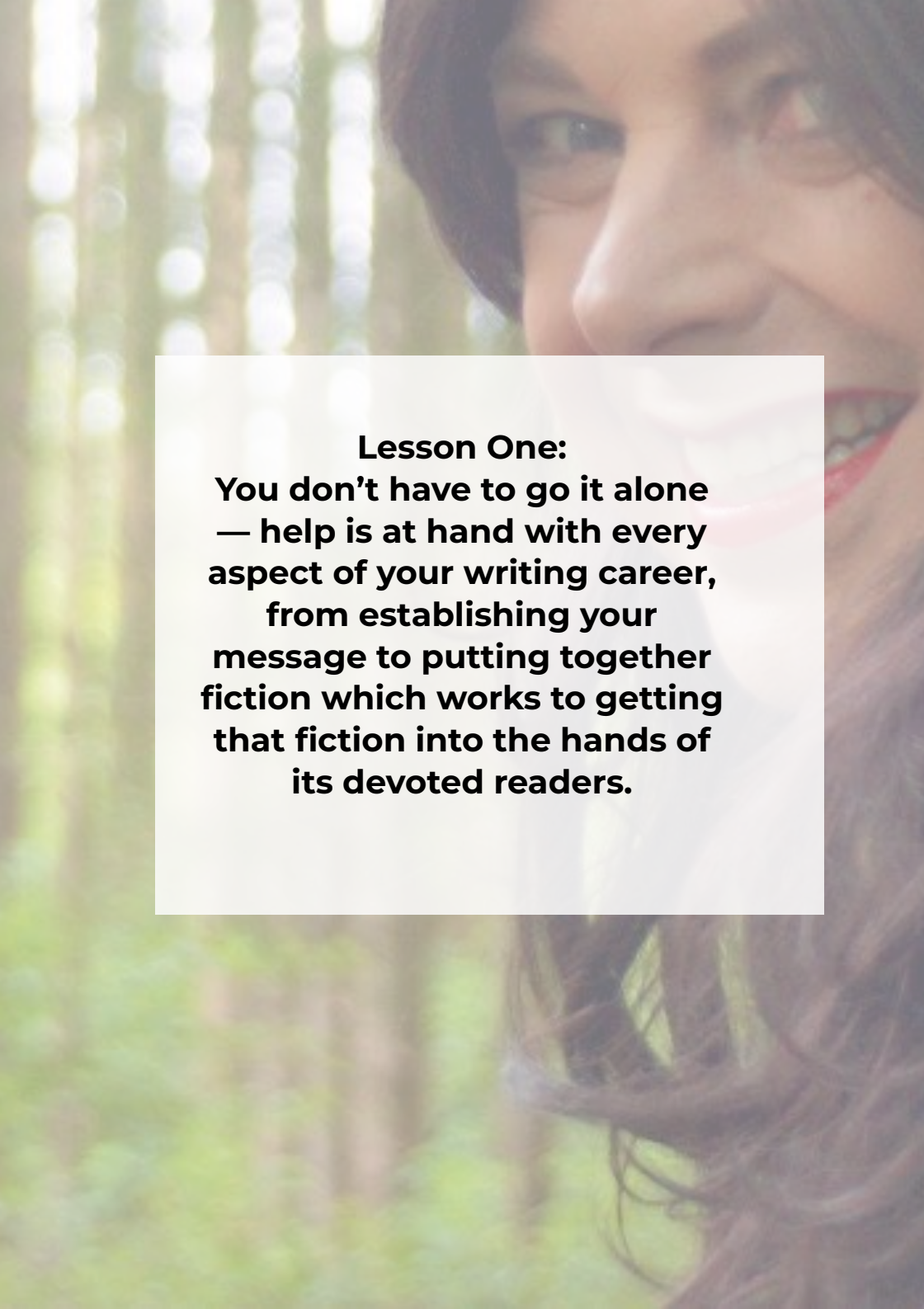
**A. Delf, Author**

A place where good literature is nurtured.

**M. Ahmed, Author**

**CLARENDON HOUSE  
PUBLICATIONS**





**Lesson One:**  
**You don't have to go it alone**  
**— help is at hand with every**  
**aspect of your writing career,**  
**from establishing your**  
**message to putting together**  
**fiction which works to getting**  
**that fiction into the hands of**  
**its devoted readers.**

**Your next  
module:**

**BECOME A  
PROFESSIONAL  
AUTHOR  
COURSE  
PART THREE:  
HOW CLARENDON HOUSE  
CAN HELP YOU**

Lesson Two:  
A Road to Success

Grant P Hudson