

# CLARENDON HOUSE PUBLICATIONS

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

## Last week from Clarendon House



## Galaxy # 28:

An Inner Circle Writers'  
Group Science Fiction and  
Fantasy Anthology

Space tragedies, time paradoxes, aliens in trouble, returning gods, mermaids, failed (and narrowly avoided) invasions and much more - along with two special bonus features: a tale from the dawn of the Atomic Age set in Chicago, 1942, from Alexander Marshall, and the story which Isaac Asimov said was the best he'd written - it's all here in the latest sci-fi/fantasy extravaganza of Galaxy # 28!



## Welcome!

Welcome to the Clarendon House Newsletter for week ending 29th May 2026! The weather has finally warmed up - and I'm missing Winter!

Last week saw the release of *Galaxy # 28: An Inner Circle Writers' Group Science Fiction and Fantasy Anthology* featuring the work of Tony Fyler, the Birch Twins, Gabriella Balcom, A. L. Paradiso, Marlene Fabian Stiles, Timothy Law, David Painter, Hanna Biali, Peggy Gerber, Linda Sparks, Gareth Macready, Jim Bates, Debby Hackbarth, Michael Mitchell Jr., Wade R. DeYoung, Suranjit Gain, Mark Pearce, Alexander Marshall and Isaac Asimov.

There's lots more to come from Clarendon House soon, though, including the next issue of the *Inner Circle Writers' Magazine* featuring the Technical Challenge stories in the Great Clarendon House Writing Challenge! Stay tuned!

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

Below is a popular blog item.



You've probably heard the term 'author platform'. You may not be quite sure what it means. Part of the reason that it is hard to define is that there are various definitions out there. The closest applicable definition of the word 'platform' in a dictionary might be 'a raised floor or stage used by public speakers or performers so that they can be seen by their audience'. The word itself comes from French *plateforme* meaning 'ground plan'. What we are talking about with the term 'author platform' is the 'raised visibility of an author in relation to an exact target audience'.

Author platforms first arose in connection with the highly competitive field of nonfiction. Before the rise of the internet and social media, about twenty years ago, agents and publishers started to demand that non-fiction authors be in the public eye in some way so as to be able to spread the word more easily about their books. It became a competitive edge to have a professional network or public presence so that readers could see the author's credentials and authority, enabling them to be positioned as an expert, leader, or professional. This idea then drifted into the field of fiction.

It could be seen as the first stage of a recognition in the world of mass marketing that

marketing doesn't really work when it is based on numbers alone: you can place an ad in front of millions of people, but the 'take-up rate' - that is, the number of people who actually act on that ad or 'convert' into customers, is incredibly low in relation to the number of people who must have seen the ad. This 'shouting from the rooftops' marketing is further described in my book [Marketing for Writers](#), in which I point out that there is a tremendous waste of time and energy in this so-called 'conventional' approach. With the idea of an author platform, we start to see the beginnings of a more fundamental and workable method: marketing by affinity.

In establishing a platform, an author begins to ask the right questions: where precisely would his or her work appear? How many interested people would see it (as opposed to how many people generally)? How exactly does word about it spread? Where does it spread to and what exactly triggers that 'viral' quality? What communities of like-minded people is the writer a part of? Are there any groups of people whom the writer could be said to influence?

Visibility can be measured these days - a writer can show how and where he or she makes an impact using various internet tools. The size of an e-mail newsletter list, website traffic, blog comments, reviews, testimonials and so on are the evidence that a 'platform' exists and is working (or not). But vital to all this is the 'target audience': authors need to be reaching the most receptive or appropriate audience for the work they are trying to sell. A writer needs to reach exactly the right public, and when efforts are expended on inappropriate audiences they are wasteful and might even be counter-productive.

How do you find that exact target audience? And how do you make them 'like' you? Not just clicking a 'like' button on social media, but developing an affinity for your work to the degree that they will spend money on it in an effort to get closer to You.

The first and most important principle is this:

*Fiction writers must craft the best work possible for their exact target audience.*

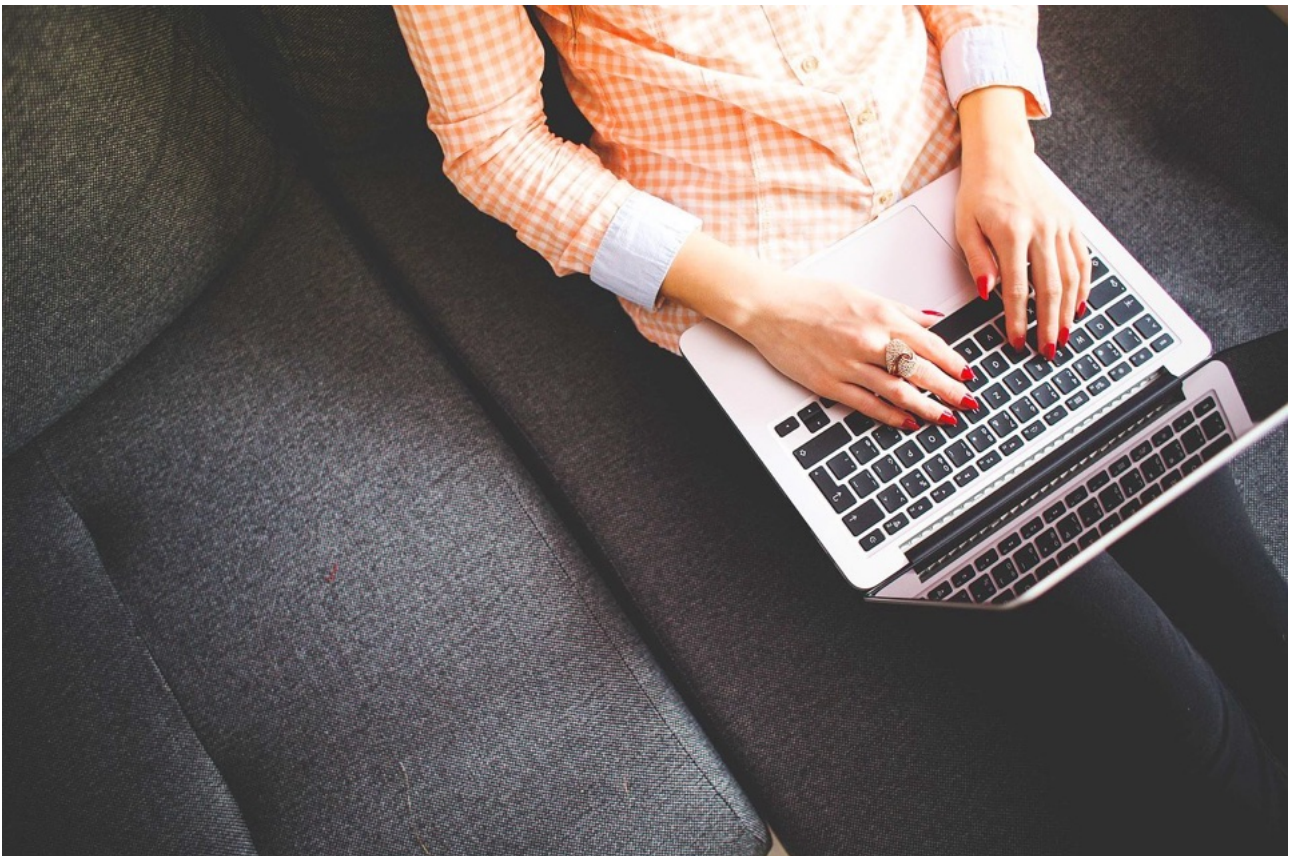
Unless the work is marketing itself by being attractive and powerfully fulfilling, most

marketing efforts will be a waste of time and money. To use a crude example, if you made a pizza that tasted awful, but managed to get people into your pizza restaurant to sample it, it is highly unlikely that they would stay, or that they would recommend your pizza to others. It's the same with a book: your book has to be fantastic as a priority.

In fact, your book itself is your first marketing tool.

An agent or publisher will make a decision first based on the quality of your work and its suitability for a particular marketplace - unless of course you already have a huge 'platform' based on being a TV or movie star or some other kind of celebrity. Arguably, one could define a 'celebrity' as an ordinary human being with an extraordinary platform - i.e. a person with a raised visibility in relation to an exact target audience.

So the key thing here is that an author platform has a foundation, and that foundation is the work itself. You can try to build a platform around a work that does not yet exist (and people attempt this all the time) but that would be comparable to setting up a pizza restaurant without any pizzas: it's probably doomed.





Having established that your work itself appeals to the right sort of people, you then need to develop organically from there: good fiction is all about the art and craft of storytelling, so developing credibility as a good writer should probably start with a growing track record of newspaper or magazine publication.

But a key early step is to work out who exactly is your target audience. There's no point working to become visible to a group of romance-seeking young female readers if your main storytelling abilities are in the field of hardcore Westerns, or vice-versa. Working this out is so central to developing a platform that it almost belies saying it: unless you know to whom you want to appeal, how do you know where and how to build your platform? Constructing a vast network of blogs, social media sites and website pages for a target audience of retired steam train story enthusiasts is likely to be a waste of time - not many of them will be on social media; spending time building up a profile as a columnist in a crocheting magazine is unlikely to get you in touch with an audience of video-game-loving teenagers. Yes,

these are ridiculously extreme examples, but they hopefully make the point.

Figure out who your readers are.

Is having a platform all about building a series of internet locations from which to shout out to the world about your products? No, emphatically not. That would be to fall into the trap of old-fashioned marketing all over again - not 'shouting from the rooftops' as much as 'wailing from the web'. No - building an author platform is all about setting up channels along which those people who really have an affinity for what you do can get closer to you.

Note that: 'getting closer to you' not 'selling your books' - sales will happen if the channels are set up correctly.

Of course, conventional marketing, promotion, and publicity activities can build your platform, but bombarding social media with posts about your books will not, by itself, lead you to a platform that interests publishers. A platform raises your visibility, yes, and so it is tempting to conclude that it is all about You - but it's really all about them, your target public.

What do your ideal readers want from you? How can you bring them a little closer to you? What can you provide for them that they really want? This requires consistent, ongoing effort over the course of years, not magically finding the one Facebook ad which brings you a thousand sales. It means incremental improvements, two-way conversations with real people, extending your network, and doing things that attract other people to you (while being careful not to do anything that repels them).

Here are some suggested actions:

1. Find meaningful ways to engage with and develop your target audience, whether through content, offers, tailor-made gifts, etc. By 'meaningful' is meant not glib or shallow or obviously commercial in intent. Think affinity.
2. Attend networking events in your precise field where you meet new but like-minded people and extend your network of contacts. Note that you should only do this with events which are narrowly aimed at your field - networking as a general thing, with people with whom you do not

share a relatively small range of interests, is usually a complete waste of time.

3. Run a blog, e-mail newsletter, social network, podcast series, video channel that is aimed at attracting quality followers or a community of people who are highly interested in what you have to say. This takes time.

A real, working and valuable author platform isn't something that you can construct quickly, just as developing a real, trusting relationship with someone takes time. Because the truth is that that is exactly what you are doing, but on a larger scale: you are beginning, growing and guiding to maturity a set of relationships using a range of tools. Take time about it and before too long you will be able to repeatedly reach and speak to people who know you and trust you.

That is valuable. Not just commercially, but spiritually.

For more, get my e-book [Marketing for Writers](#).

# **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

Who is Miss Starlight?  
And can her  
tremendous powers  
prevent the Nega Wave  
from overwhelming  
Earth?

Chicago, 1942: the  
dawn of the Atomic  
Age. Private  
Investigator John  
McLeod has to find out  
what gangster moll  
Carol Wyland's terribly  
scarred arm has to do  
with a Nazi conspiracy  
to create superhumans  
on American soil,  
before it's too late.

What is the dreadful  
mystery of the lonely  
streaming station of  
Kern, far out in space?

The Eye of Lyubov, a  
mysterious artefact in  
the heart of Siberia: will  
Ursula Stone, uniquely  
trained agent from the  
British Museum's  
Department of Select  
Antiquities, be able to  
obtain it before she  
freezes to death?

Waking after two  
million years of  
quantum displacement,  
will Senior Technician  
O'Malley be able to  
work out why the Red  
Seven Ark has overshot  
its target and is deep in  
intergalactic space?

The 25th Century:  
Earth rules over a  
hundred worlds  
assisted by the  
superpowers of the  
Enhanced Class. But is  
there something  
fundamentally rotten at  
the core of the system?  
A cosmic entity known  
as the Challenger has  
arrived with one  
question: Who exactly  
is responsible for the  
death of the woman  
without a name?

All these questions and  
many more are  
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unique collection of  
superpowered tales  
from the author of *The  
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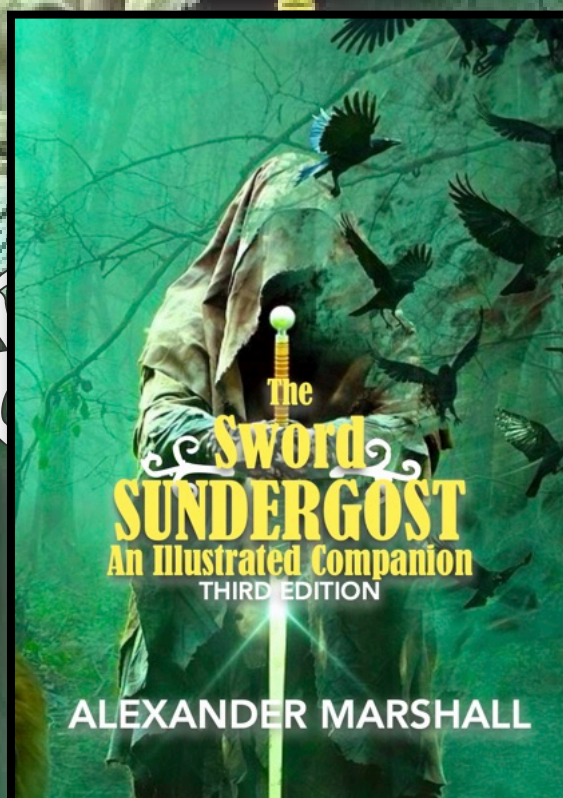
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# CLARENDON HOUSE AUTHOR

## 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.

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# 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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