

CLARENDON HOUSE PUBLICATIONS

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



Inner Circle Writers' Magazine Issue # 87

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!

Welcome!

Welcome to the Clarendon House Newsletter for week ending 10th April 2026! Spring is underway!

This week: Issue # 87 of the Inner Circle Writers' Magazine was released! And apart from the first entries in the **Great Clarendon House Writing Challenge** you can learn what award-winning author **Gareth Macready** can tell us about his writing life and new collection *The Bones Of My Universe!*

Also inside: how Characters act as storytelling tools in the fantastic series **7 Secrets of Successful Stories**, AND discover more about the depths of storytelling in the **Fictivity** series, plus you can catch the next episode in the wonderful **E. E. Nesbit** story, *The Railway Children*.

Master Author Showcase this month is 'The Garden Party' by Katherine Mansfield.

Feedback is welcome. Drop me a line at

grant@clarendonhousebooks.com

Below is a popular blog item.



6 Steps Toward the Biggest and Best Marketing Campaign You'll Ever Put Together

Many writers do not consider themselves to be salespeople and have considerable back-off on the areas of marketing and selling their work, once done. This means that, in many cases, they put together completed books and are then totally stumped about what to do next.

The truth is, for writers, that marketing and selling is built into their product in a way which it just isn't for something like a toaster or a piece of home insurance.

As a writer, you get to market all the time.

A couple of myth-shattering definitions here: 'marketing' is hereby defined in stone forever as those actions taken to draw a person (whether you label that person a 'customer' or a 'reader') closer to you or your product (whatever that product may be). A successful piece of marketing is one which creates motion towards you and/or your product.

'Sales' hereby has its definition etched into the stars as that step through which the person goes on their way towards you and your product at which they commit themselves to acquiring whatever it is you're presenting. This is sometimes actually an awkward inconvenience and a point of embarrassment, and should not be made a meal of. It's simply one step on the customer's or reader's journey towards you or your product, that's all. It is not the end of the journey - and if you paint it as the end, woe betide you and your product in the future.

Perhaps those definitions have helped you to see why marketing is in-built for writers. Every word you write, every sentence you construct, every page, chapter, scene, act, story you write has within it the potential to attract, repel or have no effect at all on a reader. The biggest and best 'marketing campaign' you'll ever put together is your story.

This can break down into several specific points:

1. You have to put out the right 'signals' at the right times throughout the story so that readers know that you know what you are doing and so that they stay ecstatically happy to go along with it. Details of exactly what those signals are and where precisely to place them in a story are given in my book [How Stories Really Work](#).

2. Your work has to have such an effect upon them overall that, as soon as they finish reading, they become a sales force for you. This is particularly significant in today's world of social media interaction. Gone are the days when you finished a book and had no one to talk to about it unless you happened to bump into someone who had also read it - now, as the reader closes the book, they are potentially picking up their smart phone to plaster their thoughts about it across the globe. You can make sure that they say the right things by writing a great story.

3. If you want to enjoy commercial success as a writer, then know your market, listen to your market, feel your market, study your market. You can do this in two ways: inauthentically and authentically. By that, I mean you can say to yourself 'I want to make lots of money by writing a Young Adult story' and then go and study the YA market thoroughly until you know what it's all about - then write a story which fits those requirements precisely. People do this all the time and make lots of money. That's the inauthentic way, though. The authentic way starts the other way around (and will probably be more popular with you). It goes like this: 'I'm going to write a story which comes from my heart, and put all my real, authentic emotions and concerns into it - then I'm going to find the exact market which shares those feelings and issues.' Either way, the market is important - but the inauthentic writer creates an 'artificial' story to meet a need, whereas the authentic writer writes a 'real' story and finds those who share that need.

5. As a writer, give readers results as much as you can before the sale so they trust what they'll get after it. Write excerpts which attract like magnets; construct blurbs which glue attention; design covers which create motion towards your book. More significantly, build an author platform using social media so that readers can get some idea of what they will get when they buy your books.

6. Be decisive in who you are and what you want to communicate to the world. Many writers suffer because they fail to clarify this for themselves and that lack of clarity blurs and weakens their marketing power. Work out precisely what you are trying to say, define exactly what impact you want to have. You'll be amazed at the power of this step alone.

If you do all of these things you will not notice any need for 'sales' to creep into conversations. Readers will seek out you and your work and ask how they can pay.

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

From the world of the
Sword
SUNDERGOST

A PHANTOM SWORD OF RONDAR
ADVENTURE

Annua 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

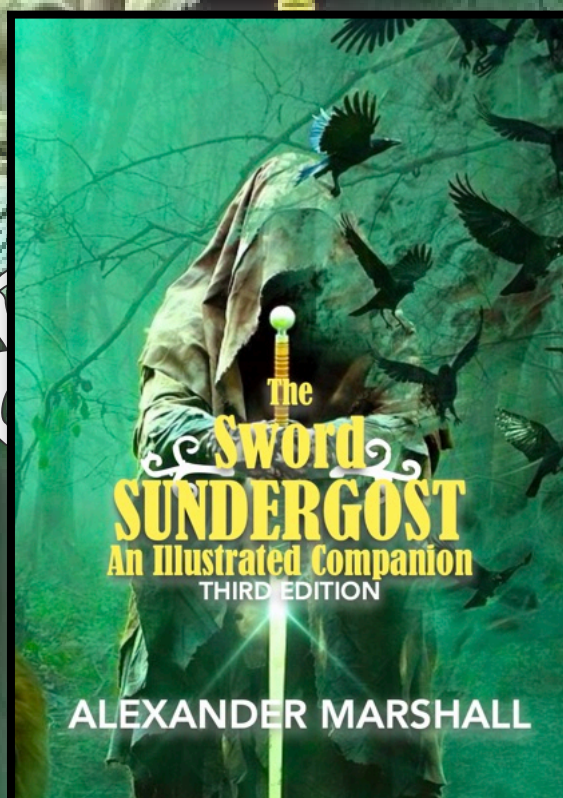
For lovers of J. R. R. Tolkien, C. S. Lewis, Ursula K. Le Guin and epic fantasy on a grand scale...

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



PLUS

A MAP OF GANDRIA
Download a map of part of the world of *The Sword Sundergost* for free

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CLARENDON HOUSE AUTHOR

GARETH MACREADY



THE BONES OF MY UNIVERSE

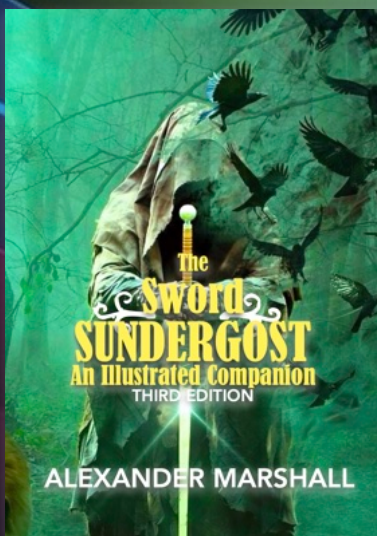
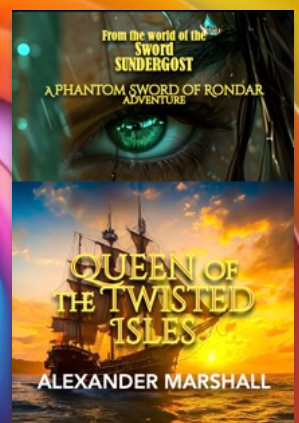
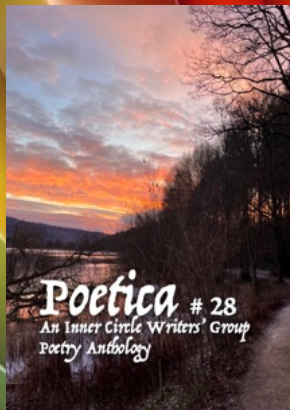
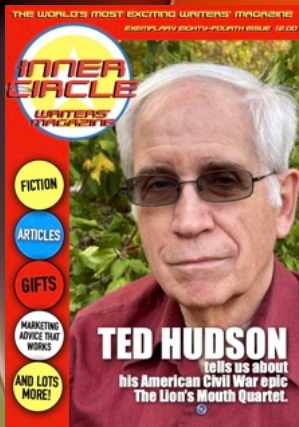


In this unique collection of short stories, Gareth Macready demonstrates both tremendous skills as a writer and an extraordinary understanding of both the Australian and Japanese cultures, blending them together to create science fiction like nothing else you will have ever read, including Dragon Tech, 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

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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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