



# NEWS LETTER

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## Founder & Author Spotlight

"I want to thank me for believing in me, I want to thank me for doing all this hard work. I wanna thank me for having no days off. I wanna thank me for never quitting. I wanna thank me for always being a giver and trying to give more than I receive. I wanna thank me for trying to do more right than wrong. I wanna thank me for being me at all times. 😊

If there's one word to describe the past four weeks – **transformative** fits perfectly."

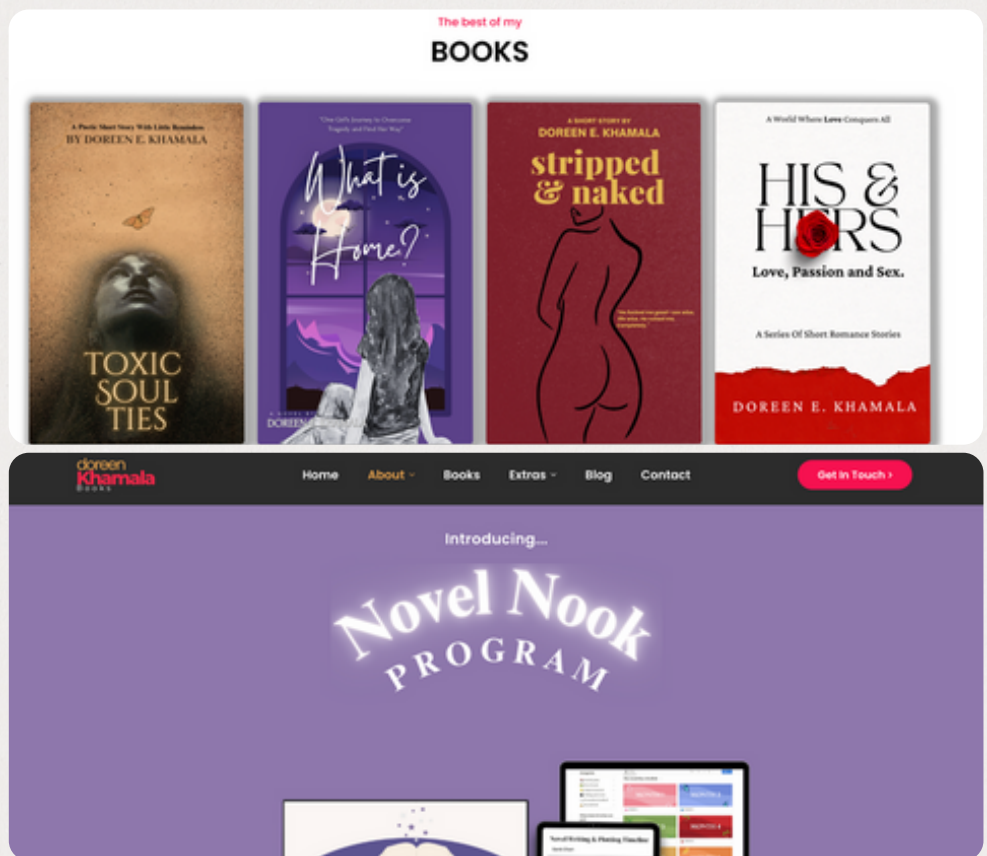
## UPCOMING EVENTS TO MEET & GREET US

### \* Bottomless Books: A Social Mixer for Book Lovers

Fri, 7<sup>th</sup> Nov

5:00pm onwards

Soma Nami Books, instore –  
The Greenhouse Mall,  
Ground Floor



## Academic Spotlight

# Bringing a Creative Writing Business to Life

Welcome to ISSUE 2.

October has been a month to learn, relearn and unlearn on how to bring to life [www.doreenkhamalabooks.ke](http://www.doreenkhamalabooks.ke), into a vibrant hybrid business model, one that blends a literary community with a dynamic online e-commerce store. These initial months of building have been a dynamic exploration—a time to test assumptions, embrace the unexpected, and solidify the foundations of our literary community. This is truly the beginning. We're thrilled to share the key challenges and breakthroughs we've experienced this month as I transition from launch to growth!

## Challenge 1

## Finding Our Readers & Writers: The Platform Puzzle

The fundamental question guiding our strategy this month has been: **Where are you, our readers & writers?**

It's a digital detective game! We've dedicated significant effort to figuring out where

our audiences are and on what platform they spend their time. This challenge has immediately led to the operational hurdle of the need to create new, distinct accounts for those platforms.



## Challenge 2

## Bridging the Digital and Physical World

Our exploration hasn't stopped online. We've also had to map out our potential physical presence.

- **Events Mapping:** We've been analyzing where potential customers are at events and what they are doing.

- **The Go/No-Go Decision:** The challenge is deciding will we go to that event or not. Every physical appearance requires a significant investment of time and resources, so we must be ruthlessly strategic.

## Challenge 3

## Focusing on You: The Customer Experience

The customer's journey from discovering us to completing a transaction is paramount. We've been tirelessly working to brighten up the website for the customer experience journey. This is more than just a cosmetic change;

it's about user interface and functionality. Is the site easy to navigate on a phone? Can you find details quickly? Is checkout seamless? Our challenge is to continuously audit and refine these touch points, recognizing that every friction point is a potential lost connection.

## Challenge 4.

## The Dual Sales Challenge: Product vs. Service

One of the most complex tasks has been refining our sales message, as we offer two distinct value propositions:

### Books ([www.doreenkhamalabooks.ke](http://www.doreenkhamalabooks.ke))

- Type: **Product**
- Focus of Sales Pitch: The story, the quality, and the immediate enjoyment of reading.

### Novel Academy with the Novel Nook Program

(<https://doreenkhamalabooks.ke/novelnookprogram/>)

- Type: **Service**
- Focus of Sales Pitch: The long-term value, the mentorship, and the skill development for aspiring writers.

The crucial task is how to sell the product and the service effectively. Our marketing must clearly separate the narrative for each, ensuring both audience feel spoken to.

## Challenge 5

## The Unifying Challenge: Learning to Prioritize

An overarching truth we've learned in these initial months is the necessity of ruthless strategic prioritization. It is this disciplined focus that we have been learning, relearning and unlearning, that has made the past four weeks truly transformative.

## Get Involved!

Ready to dive into a **new book** or **start writing your own story?** Check out our Bookshop and the Novel Nook Program details on our website, or feel free to reply to [info@doreenkhamalabooks.ke](mailto:info@doreenkhamalabooks.ke) with your specific questions.

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# doreen khamala BOOKS

