



NEWS LETTER

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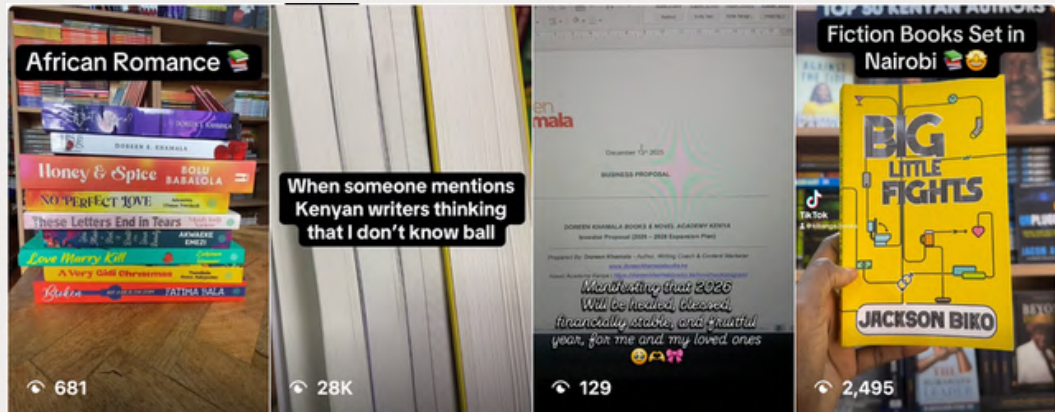
A Note from us: What This Year Taught Me About Books & Belonging

This year reminded me deeply, that stories matter most when they are shared, questioned, argued over, and held together.

This year I've been reminded that people aren't just searching for stories, but for a place where they can be openly, curiously, vulnerably, and respectfully received.

This year affirmed something: belonging doesn't happen by accident. It is built deliberately through consistency, through listening, through choosing to show up even when it would be easier not to.

Doreen



Academic Spotlight

2025: A Year of Launching Stories & Building the Foundation

Welcome to ISSUE 4.

As we wind down the year, we wanted to pause, breathe, and share a few reflections, wins, and what we're dreaming up next at Doreen Khamala Books.

Pull up a chair.



OUR 2025 HIGHLIGHTS

From Idea to Ecosystem: Building Doreen Khamala Books

Successfully launched and transitioned Doreen Khamala Books from a simple author site into a hybrid literary platform—combining e-commerce, community, and writer support.

Established a clear dual offering:

- Books as products for readers
- Novel Academy Kenya (Novel Nook Program) as a service for writers



“It’s true that progress doesn’t come from waiting to be ready.”

—Miss. Doreen Khamala

Major Retail & Distribution Milestone



Doreen Khamala Books officially stocked at Kibanga Books, a leading Kenyan & African bookstore in Nairobi CBD.

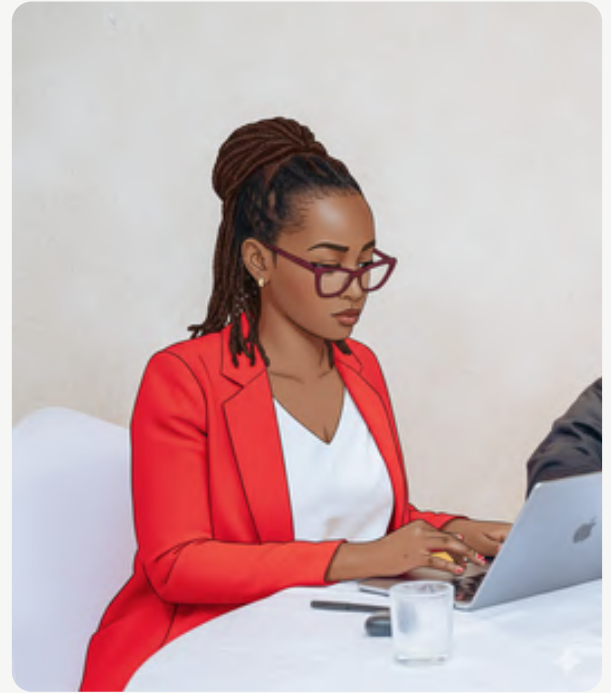


Shelved and ranked alongside Kenya’s top authors, including Martha Karua, Jackson Biko, Joan Thathia among others.



Self-published a 200-copy limited print run, selling 83 copies between August–December 2025 through 100% grassroots marketing, including:

- Street hawking
- Door-to-door-to-door community engagement
- Book clubs & events
- WhatsApp Advertising
- Retail Store & TikTok



Lessons Learned While Building in Public – 2025 Edition

- Audience discovery
- Ruthless strategic prioritization
- Selling products vs. services
- Balancing digital and physical presence
- Improving customer experience and website usability

“Write! I think that’s my best advice. I think that there are a lot of young people who want to write, love writing, interested in writing, talk about writing - but don’t actually write and don’t actually read either. So I often talk about how I think it’s important to read widely. I was writing in a bit of a vacuum. I didn’t have a writing community until much later. I didn’t really have people to whom I could turn for writing advice. I would say that if anything, I just learned by reading. Read very widely. Write. Actually write. Try keep in touch with your writing everyday.”

Authors, Authors, Authors!

We happily onboarded three authors into our Book Placement Feature, spotlighting their work in the Books by Other Kenyan Authors section of our website.

We recently expanded our website (www.doreenkhamalabooks.ke) with a clear intention: to grow with other authors who are navigating the publishing journey—and to do the real, practical work required to get our books into readers' hands - together! And in doing so, we welcomed three authors who showed up with their stories. Brian Njoroge Wanjiru, Sarah Haluwa, and Deborah Akerele Bamgbose

Are you a self-published author ready to grow, collaborate, and bring your stories directly to readers? Join us on this journey.

Reach out at info@doreenkhamalabooks.ke

This expansion marks an important milestone for us because it reflects work in action. What we are building with these authors is a long-term growth partnership. As we head into 2026, we are deepening this work through expanded author storytelling, intentional reader engagement, and clearer pathways into the Kenyan book market. We are testing, learning, refining, and scaling—together!

THE FIRST-CLASS MINDSET
...Mindset Over Result

DEBORAH BAMGBOSE

First Class Mindset: Mindset over Result by Deborah Akerele
KSh 700.00

[Read More](#)

DEBORAH AKERELE

WOMAN, FAITH AND FINANCE
Stewarding God's resources effectively

DEBORAH AKERELE

Woman, Money, Faith & Finance by Deborah Akerele
KSh 800.00

[Read More](#)

LOUD IS SILENCE
ESSAYS FOR THE QUIET AND MISUNDERSTOOD

BRIAN NJOROGE WANJIRU

Loud Is Silence by Brian Njoroge Wanjiru
KSh 1,000.00

[Read More](#)

Sinners

Sarah Haluwa

Sinners by Sarah Haluwa
KSh 1,000.00

[Read More](#)

Writers, Writers, Writers!

We onboarded two writers into our Novel Nook Program—a year-long writing support and learning program designed to help people finish writing their books and improve their relationship with writing,

Enrollment for our first-ever cohort opened in 2025, and we are excited to welcome two writers who have joined us from Kenya and South Africa.

Our online classes begin on 19 January 2026, laid out to guide participants through the entire novel-writing journey over the year.



Gloria Wambui *She joined with a goal: to write her memoir and finally bring her book to completion.*



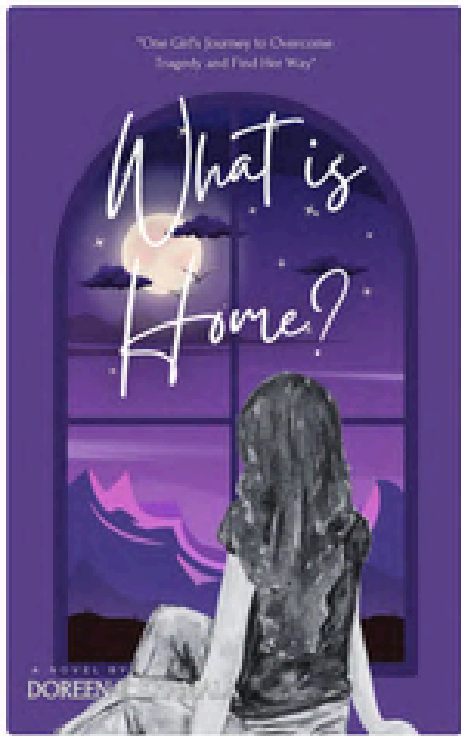
Khaya Mpho *She joined with a goal: to write her first romance Novel to completion.*



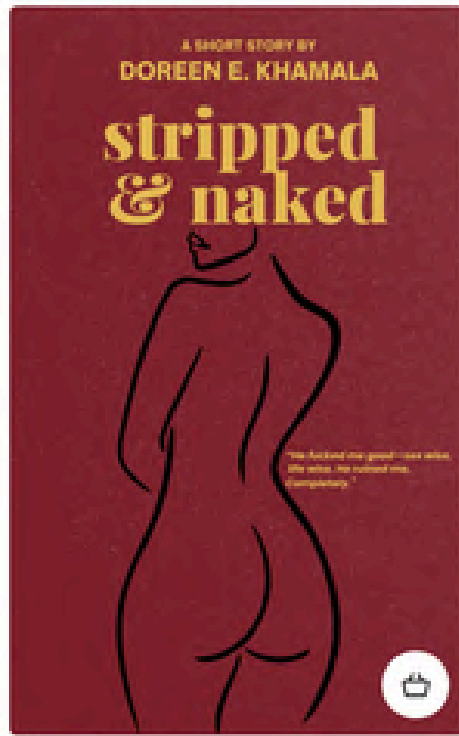
Someone might enroll if they:

- Have a *novel or memoir idea* but don't know how to start
- Feel stuck with their *draft or plot*
- Struggle to *stay consistent* with writing
- Want *support and accountability*
- Need *structured lessons* rather than figuring everything out alone

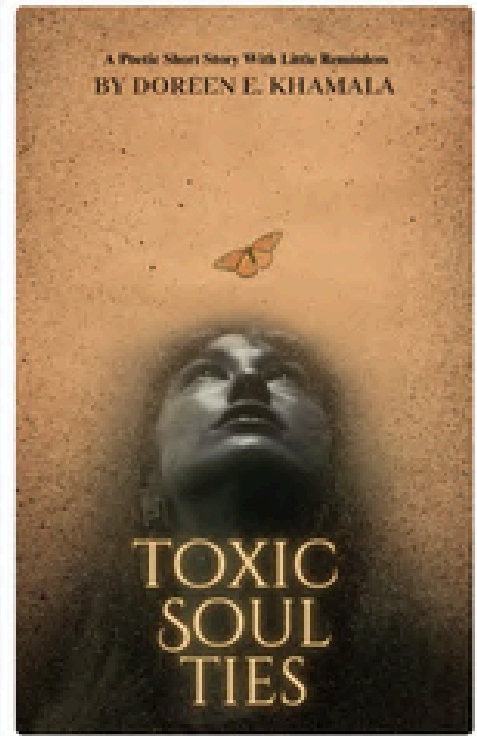
Readers, Readers, Readers!
The Best of My Books



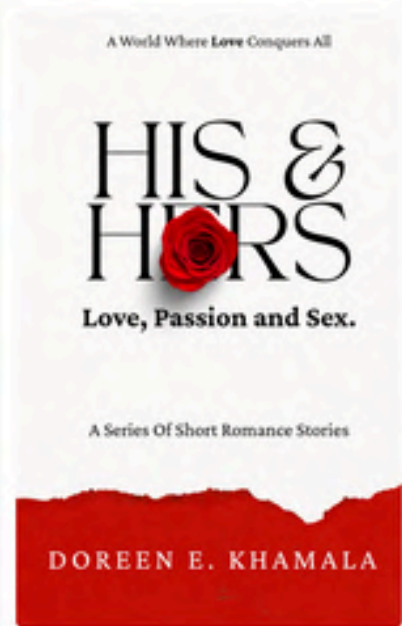
What Is Home?
KSh 1,500.00



Stripped and Naked
KSh 1,000.00



Toxic Soul Ties
KSh 1,000.00



His & Hers: Love, Passion and Sex
KSh 1,500.00



Life Before 25
KSh 2,200.00

“

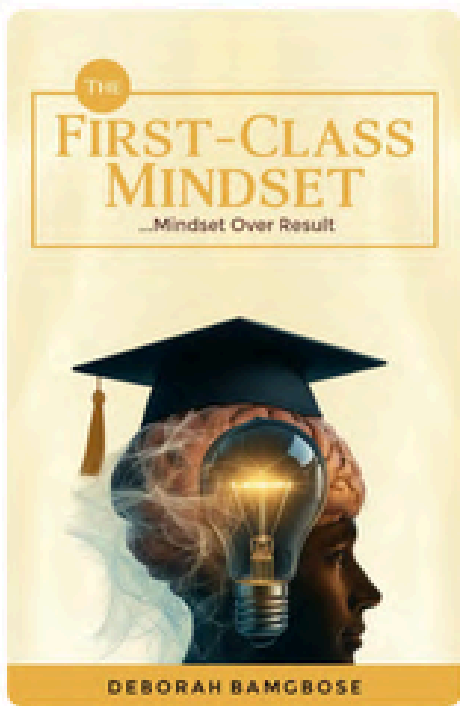
A Fun Bookish Fact 🧐
Reading for just 6 minutes can reduce stress by up to 68%. So yes, buying books is self-care. We don't make the rules, we just follow them.

”

[SHOP NOW](#)

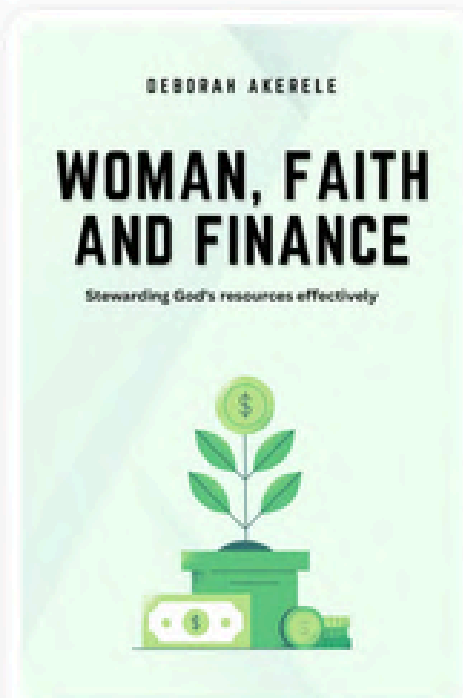
Readers, Readers, Readers!

Other Authors Books



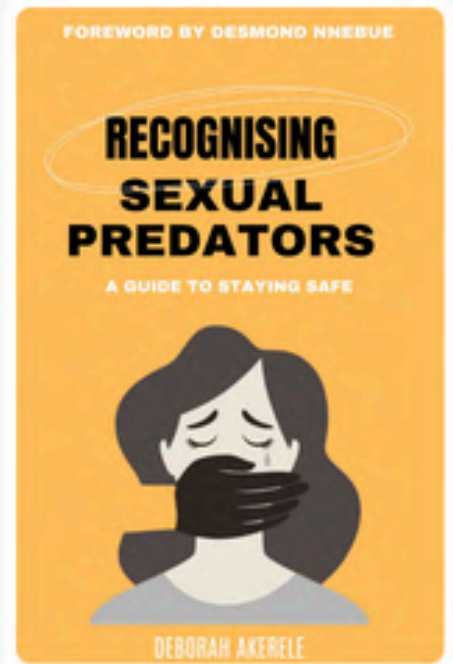
First Class Mindset: Mindset over Result by Deborah Akerele
KSh 700.00

[Read More](#)



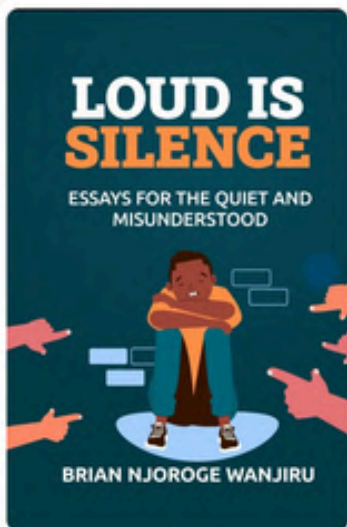
Woman, Money, Faith & Finance by Deborah Akerele
KSh 800.00

[Read More](#)



Recognising Sexual Predators: A Guide To Staying Safe by Deborah Akerele
KSh 600.00

[Read More](#)



Loud Is Silence by Brian Njoroge Wanjiru
KSh 1,000.00

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Sinners by Sarah Haluwa
KSh 1,000.00

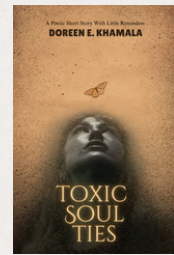
[Read More](#)

“ **Another Fun Bookish Fact** 🧐
If you read 20 minutes a day, then you would have read 1.8 million words a year. You can read books in many forms including print books, audio-books and e-books. ”

[SHOP NOW](#)

Sometimes, we as humans, find ourselves holding onto people or moments that truly anchor us down. Sometimes we search for the tiniest bits of beauty because we don't want to see the bad. Sometimes our minds paint pictures of what they could be, of what could be, of what life could be if one little thing was different. The unhealthy relationship. The Toxic Soul Tie.

a poetic-prose short story



an erotic prose-poetry book



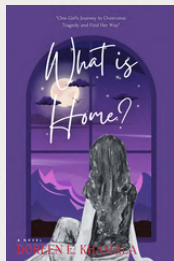
Lane is a woman in her thirties, caught between the ruins of a love she can't forget and the illusions of pleasure she chases to fill the void. With every page, she bares not just her body but her soul—through poetic confessions, explicit encounters, and the silent grief that lingers long after the moans fade. She's been loved, fucked, ghosted, and left shattered by the men who said they wouldn't hurt her.

a collection of short romance stories



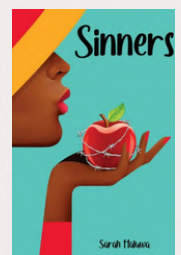
Follow the stories of Ana, Emily, Madison, Amy, Juelz, and the men who captivate their worlds. This book contains multiple chapters and stories with themes of love, passion, and sex, written from his and hers points of view. The book includes adult content and explores various romantic and sometimes dark or intense scenarios through detailed narratives.

a novel



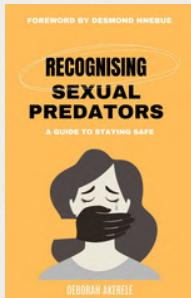
Some people are born into a home that was made for them, others have to spend years fighting for their place in this world. Naomi spent sixteen years thinking she was home only to realize she never understood what a home should feel like. Will she be able to find her place in this world? Will she ever be able to understand what home is?

a poetic short story



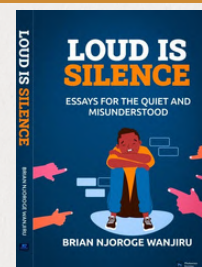
A desperate housewife will do anything to reignite the flames of passion in her sexless marriage, even if it means turning to the supernatural. A bottle girl has her sights set on a powerful politician, hoping to find her ticket to a life of luxury. Love and betrayal intertwine as a happily married doctor discovers that her life is not as perfect as it appears. A middle-aged woman learns passion for the first time when she explores the thrilling world of the younger man.

an erotic prose-poetry book



The rise in sexual violence is deeply alarming. Disturbingly, cases involving paedophiles and other predators are on the increase, putting countless lives at risk. Recognising Sexual Predators is an essential guide that equips you with the knowledge to identify warning signs, protect yourself and loved ones, and take action before harm occurs.. Knowledge is power. Stay informed. Stay safe.

a collection of short romance stories



Loud Is Silence is a haunting yet healing journey into the unspoken battles many face but rarely voice. Through powerful reflections and deeply emotional storytelling, the book reveals the hidden weight of silence—how it can wound, protect, or even save us. Each chapter explores the inner world of quiet souls, trauma survivors, dreamers, and the young generation struggling to be heard in a noisy world.

LOOKING AHEAD TO 2026

Next year, we're leaning even deeper into what makes us who we are.

- Keep building our reading community

We will focus on strengthening our reading community by creating more opportunities for engagement, discussion, and shared experiences.

- Increased presence at industry events

We will attend a greater number of industry events to stay connected, build stronger relationships with publishers, authors, and partners, and bring fresh ideas and insights back to our community.

- More authors and more intimate conversations

We will host more author engagements, with an emphasis on smaller, more intimate conversations. These sessions will allow for deeper discussion, meaningful interaction, and a closer connection between authors and readers.

Bigger dreams.



Did You Know?



Email lists are considered the most effective marketing tool available to authors. Unlike social media platforms, which an author does not own and whose algorithms constantly change, an email list provides a direct, consistent line of communication to engaged readers.



LATEST BLOG NEWS

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WITH EVERYTHING WE PUBLISH
ON OUR BLOG



Why Kenyan Authors Should Pay Attention to SEO (Alongside Social Media and Bookstores)

Learn how to make your books discoverable online and reach the right readers, even when traditional marketing channels fall short.



How Kenyan Authors Are Using AI for Book Marketing: 13 Creative Examples

Learn how to use AI tools to streamline your marketing tasks and free up time so you can focus on what you do best—writing and connecting with your readers.



6 Challenges Faced Launching www.doreenhamalabooks.ke into the Kenyan Book Market

Learn how to grow a thick skin and stay determined even when others doubt you.



Understanding the 5 Dimensions of Fiction Genres in Kenya

Learn how to shape your story's identity with the 5-dimensional genre DNA and write the book that resonates.

doreen khamala BOOKS

