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BOOKS

NEWS LETTER

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We are excited to announce that **Doreen Khamala Books** are now available at **Kibanga Books Bookstore** — the home of Kenyan & African Books! They are proudly stocked alongside notable reads such as *Against the Tide*, Martha Karua's memoir and inspiring titles by Kenya's top 50 authors. This is a proud milestone for us.

KibangaBooks is in CBD, Corner
House 5th FLR, Kimathi Street

Academic Spotlight

November Milestones at www.doreenkhamalabooks.ke

Welcome to ISSUE 3.

If there's one word to capture this month, it's... **milestone!**

November has been a period of significant expansion, highlighted by the exciting news of our books finding a brand-new retail shelf! This month, we also welcomed a new writer into our Novel Nook Program, and we, expanded our website space to support other Kenyan authors, navigating the self-publishing journey.

This momentum is perfectly illustrated by the journey of Doreen Khamala Books. The author's self-published work, printed in a limited run of 200 copies, has already sold 71 since the launch of www.doreenkhamalabooks.ke in August 2025. It's a testament to what can happen when you take bold steps into the Kenyan literary landscape.

Dive in to explore all these milestones and more—we're just getting started.

This Month's Featured Books on www.doreenkhamalabooks.ke

Are you someone who has already published one or more books and is recognized — even in a small way — as a writer?

Are you looking for help promoting or advertising your book?

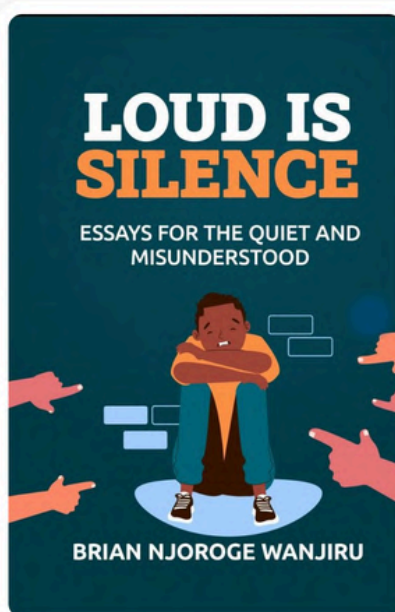
✦ **Introducing Featured Book Placement** — supporting Kenyan authors, one story at a time

As a self-published author, you know writing the story is only half the journey—getting it into readers' hands is the real challenge. Many Kenyan authors struggle with visibility and discoverability, which is why we created, [Books by Other Kenyan Authors](#) page on our website.

Guided by our mission to empower writers — from first idea to published novel, this initiative allows us to extend our support beyond the writing process, helping authors overcome the hurdles of self-publishing—together.

This month, we signed partnerships with two authors, expanding our support far beyond basic listing model used by most book websites. Instead of simply providing a shareable purchase link, we now offer a full-suite book marketing service designed to connect their books directly with our audiences as well.

Their titles have been promoted across our social media platforms, two blog reviews to build buzz and now being featured on our website for added visibility. Behind the scenes, our expertise in metadata optimization further strengthened their online discoverability, improving search visibility.



Loud Is Silence by Brian Njoroge Wanjiru
KSh 1,000.00

About book: *Loud Is Silence* is a haunting yet healing exploration of the unspoken battles many carry within. Through powerful reflections and emotional storytelling, it gives voice to quiet souls, trauma survivors, and dreamers seeking to be heard. This moving book invites readers to confront their truth, find strength in silence, and begin the journey toward healing.



Sinners by Sarah Haluwa
KSh 1,000.00

About book: *Sinners* is a provocative exploration of desire, betrayal, and awakening. Through 10 captivating tales, it follows women defying boundaries—a desperate housewife turning to the supernatural, a bottle girl chasing power and luxury, a doctor uncovering hidden truths, and a middle-aged woman discovering passion with a younger man.

This approach ensures authors can expect an average of 1–2 consistent monthly sales from our audience alone—in addition to whatever sales they generate through their own platforms.

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Gain online visibility and expand your reach beyond bookstore shelves. Our secure .KE e-commerce platform provides a trusted, shareable URL to connect directly with readers eager to support Kenyan authors. Talk to us!

This month, we welcomed a new student into the Novel Nook Program

Are you ready to finally patch up your relationship with writing and gain clarity on your story?

What if we told you writing didn't have to be a struggle?

Student Spotlight:



Gloria Wambui

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

Welcome to the Novel Academy Kenya! ✨


We're excited to celebrate a new enrollment into our online Novel Academy Kenya – Novel Nook Program!

Please join us in welcoming our newest writer who has officially begun their journey toward building confidence, clarity, and consistency in their writing through our virtual learning community.


This student joins us from Nakuru County proving once again that stories are being shaped from all corners of Kenya.

The online Novel Nook Program is for writers who want support, accountability, and a nurturing space to finally write the books they've been dreaming about. We can't wait to see how this new writer grows over the coming year of 2026!


Imagine if you could....




Banish writer's block for good




Find your voice and purpose



Craft compelling characters



Nail story structure



Finally finish your novel
...and any other project you start

...all in under a year?

Novel Nook Program

Live support and learning with extensive pre-recorded courses and a library of digital books & templates to help you **finish your novel and find joy in writing again.**

This program will take you from....



This is everything you get by enrolling today:



Novel Nook & Plot Academy



Pro at Prose



Writer Unblocker



Digital Library & Templates



Group Coaching & Write-ins



Surprise Workshops



Novel in a Year Notion Workspace



Live support & Community

“

Join the waitlist and turn the ideas in your head into a finished book. Get the specific questions and flexible tools you need to bring characters and plot to life, structure complex ideas, and conquer writing overwhelm. [Click here to join](#)

”

How 71 Copies of Doreen Khamala's Books Sold: August–November 2025 out of 200 copies

Our founder's fantastic and inspiring story of hustle: In her own words.

"Nothing about this achievement was passive," she explains. "It came from truly grassroots marketing—showing up, talking to people, building a community, and believing enough in my work to ask for support."

Here's how she made it happen:

Professional Corporate Events: *"With my background in marketing, attending networking forums and corporate events felt natural," she shares. "But instead of relying only on business cards, I created printed bookmarks that doubled as marketing tools. They let me pitch the book directly to attendees while leaving them with something tangible."*

Daughter's School Events: *"Parent-Teacher Conferences and school functions became unexpected opportunities," she says with a laugh. "I spoke directly to parents and teachers who immediately connected with the themes and appreciated the local storytelling."*

Neighbor-to-Neighbor Door Knocking: *"Yes, I actually knocked on doors," she admits. "Meeting my neighbors face-to-face allowed me to introduce the book personally and build instant community support. It was one of the most rewarding experiences."*

The Honest 'Support Me' Message: *"I kept it simple and sincere," she recalls. "I sent a direct message to my colleagues, family, and friends asking, 'Would you like to support me?' That honesty turned my personal network into my very first group of dedicated customers."*



Spotlight moments with:

Founder & Author, Doreen Khamala

Street Hawking in Loresho: *"Because I grew up in Loresho, I felt comfortable stepping out into the neighborhood on weekends with a bag of books," she explains. "It was low-risk, personal, and surprisingly effective."*

Bookish Cafés and Bars: *"I showed up to spoken word nights, poetry events, and trivia evenings in cafés and local bars if the event was free," she says. "Those spaces are full of curious, creative people—the perfect audience for discovering new books."*

Joining Book Clubs: *"Any book club that was free and open to the public—I joined," she laughs. "It gave me direct access to passionate readers already eager to connect over literature."*

Weekly WhatsApp Advertising: *"I never skipped the weekly advertising slots in professional WhatsApp groups, that I've joined through the years" she notes. "They allowed me to turn business connections into readers and supporters through consistent visibility."*



Love what we're building at [Doreen Khamala Books](#) and the [Novel Academy Kenya](#)? Join us in supporting Kenyan writers—through workshops, collaborations, or sharing their stories.

LATEST BLOG NEWS

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WITH EVERYTHING WE'VE PUBLISHED ON THE BLOG SINCE LAUNCH.



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

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

[READ MORE](#)



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.

[READ MORE](#)



Six Things to Know When Self-publishing in Kenya

Learn how to publish your book in Kenya and turn your dream into a real-printed story.

[READ MORE](#)



How to Self-Publish Your Books in Kenya

Learn how to prepare, format, and publish your book step by step in Kenya and make your story available to readers

[READ MORE](#)



Happy Holidays! May this season bring you joy, success, and cherished moments. Here's to a bright and prosperous year ahead.



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