



# Smile!

You are finally home!

## 2018

## WRITERS GUILD KENYA

Growing Professional Writers the World Needs

### **Vision:**

To be the ideal home of Writers in Africa

### **Mission:**

To serve God and humanity selflessly through encouraging reading and writing.



In working with you, we want to:

- Uphold our mission and values at all times
- Make sure everything we do is ethical, fair and lawful.
- Ensure our business relationships are open, honest, and successful
- Create a sustainable future for all our stakeholders



## Letter from Gabriel Dinda-Chief Empowering Officer, WGK

*While many people have regarded writing as a pastime, I believe more can be derived from it. In our dynamic world characterized with internet explosion, there is inevitable insatiable demand for content. Such demand can only be sustained through creating professional platform to grow writers whom the world will entrust for sustainable service. That is what we aim to achieve in an environment guided by strong values and strict adherence to ethical standards. Before you make a decision to be part of us, please remember that we give priority to our value at all times.*

*Thank you.*

### WHY ARE WE HERE?

To solve your problems which include:

#### 1. Lack of Guidance and Mentorship

Writing is just so lonely. No one is there to hold your hand, guide you on opportunities and possibilities. Publishers are there just to reject your work and not explain it. Media platforms and outlet channels just require good writers, yet you know you can do a better job. Just who will help you?

#### 2. No platforms for Peer Review

Apart from your family (who might not see much sense in your writing), you will just find yourself alone. Which events can you attend to meet other people? These bloggers seem so good, but they can't just spare time for you. The Professor did not even reply your email! Who will have just a short time for your growth?

#### 3. Information Asymmetry

From our desk, we have so much information, but when we meet some writers, they look so miserable. Publishers have rejected their manuscripts (with no regret letter), media houses haven't replied to their pitches, online platforms have blocked their accounts, their friends have mocked their writings. Nothing is working.



## 4. Lack of Holistic Approach

How will you survive as you grow in this? Can you grow in your career as you pursue writing as well? How can you use writing, to unlock my potential? Can you get a family where you will be motivated to keep writing? Just how can you grow as a whole?

## 5. No Opportunities at all

You published your book, but people are just not buying! When you write the book, how can you sell it? Which platforms are these that you can write for? How will you receive these new opportunities on a constant basis? What are some current trends? Just what can you do with this burning passion?

## 6. No Incentives, no motivation, death of a gold mine!

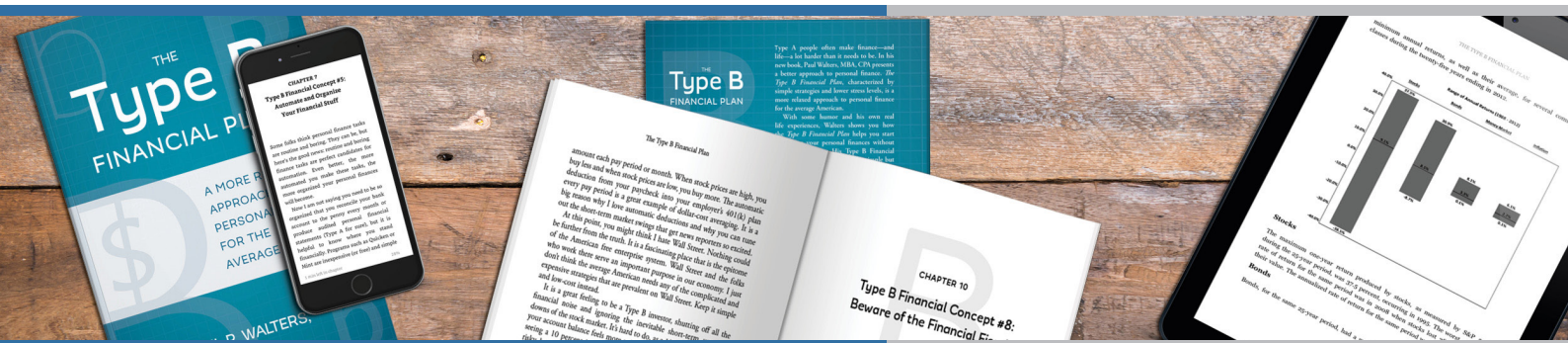
It is tough! To wake up at 2am and write till 10am. It is tough to always write without thinking who will read. It is tough to read 567 Pages, just to a 100 word article. You need motivation! So, who will motivate you? How...

## THE HOPE OF WRITERS?

Writers Guild Kenya is an Incubation Centre for Writers committed to guiding, mentoring and growing a generation of professional and fun writers that 21st Century needs. With over 4 years' experience in the virgin gold mine of writing, we are the best family for you to hang out with. We equip our Writers with practical skills and relevant tools to enable them provide quality Writing Services to the dynamic world where everyone needs a good writer. We sharpen our writers to serve humanity and God with a smile.

## HISTORY

Writers Guild Kenya was founded as a Students' Club on 16th June 2014 in Kenyatta University by 'the Father of Writers' - Gabriel Dinda. In his quest to grow in writing (his passion), he was met with the challenges above and hence decided to solve them sustainably by creating a family of Writers. By then it was called 'Writers Guild' until March 2015 when it was formally registered as an Incubation Centre and Publisher in Kenya under the name Writers Guild Kenya (WGK). Since then, WGK has acted as a home of writers bonded together with the love of a family and the goal of uniting a people. The family aims for one thing; to grow writing and encourage reading in a bid to serve God and humanity.





## OUR FOUNDATIONS

### 1. Service to God and humanity.

If whatever we do doesn't give glory to God, and does not make another human being feel better and indeed be better, then there is no need of doing it. The two can only go hand in hand.

### 2. Family and Friendship.

It all comes down to being loved, appreciated and feeling genuinely happy. That only happens in a family and friendship environment. To us, diversity is a form of progress which we embrace through friends and family.

### 3. "Let's Keep Trying"

Few things happen in the first instance; the more we try, the closer we get to achieving it. In all that we desire, we embrace the trial and error method. It is only till we tried that we can try it again. Through encouraging and respecting one's abilities, we tap into the talents and the ideas of our writers.

### 4. One Book a Week

If reading was not important, then God would have not kept his word in writing. Our commitment is to read at least one book, two hours a day, each week, all year round.

### 5. Connecting with Nature

If it means reading in the bush, or preserving nature for the next generation, we believe that's our role. We are always reaching out to tomorrow through contemplation and evaluation.

## KEY MILESTONES

### 2014

- Writers Guild Kenya (WGK) is registered as a club in Kenyatta University. The name then is 'Writers Guild'.
- WGK publishes two issues of its magazine All Senses Magazine (meant to create an engagement platform for writers).
- WGK founds The Campanile Magazine (a Publication of Kenyatta University Students Council) and publishes Career Focus Magazine on behalf of Kenyatta University Career Office.
- WGK wins award for 'Most Promising Entrepreneurial Venture by Africa Liberty Organization for Africa (Uganda).
- Partners with VibeCampo and starts a Writers Club in Eldoret (based in Moi University).
- Registers 72 Writers to its incubation Centre.

### 2015

- Founder Gabriel Dinda wins Top 25 under 25 Entrepreneurship Award
- Initiates Passion Academy to offer specialized Training to writers.
- Starts Writers club in Mombasa and Kakamega.
- Recruits 213 Writers to the Writers Incubation.
- Organizes 14 'Intervarsity Passion Cocktail Parties', in different locations in Kenya to create a platform to grow young people.
- Writers Guild changes name to Writers Guild Kenya and is formally registered as a company (Incubation Centre and Publisher).
- Salome Nthenya, one of the Writers in the academy wins a continental writing award.

### 2016

- Moves offices to Nairobi town, I & M Building, for easy access.
- Publishes 'Through the Journey of Hope', a poetry anthology by WGK
- Initiates and organizes 37 editions of Writers Ekklesia, a weekly writers' meeting.
- Recruited 402 Writers to the Incubation Centre.
- Offers content services to Strathmore, Kenyatta University, ACCA
- Employs 18 Writers on different projects.

### 2017

- Partners with National Museums of Kenya to encourage writing and reading with a view to preserving Kenya's heritage.
- Partners with John Kaheni Residence (our training Centre).
- Organizes 44 Writers Ekklesia sessions and 4 Writers Workshops
- Publishes 8 books by our authors (products of Incubation Centre).
- Employs 33 Writers on different projects
- Streamlines communications with Writers across Kenya.
- Hit 10,000 following mark in Social Media



## 1. INTERACTIVE PLATFORMS

More than anything else, we believe the most important thing that writers need is a number of platforms through which they can interact, and share with other stakeholders with a view to growing in their respective interests. The following are platforms created to enhance this:

### (i) SOCIAL MEDIA AND PERSONALIZED GUIDANCE (Daily)

Through Google Group, email, Whatsapp, Facebook and other social media platforms, we create platforms for our Writers to connect and share freely with a view to growing. Again, on a daily basis, our Editors, Consultants and those ready to guide you are on standby to help you out. All your questions and concerns are just a phone call away.

### (ii) WRITERS EKKLESIA (Weekly)

This platform enables you to interact and share your work with those in the industry: Editors, PR Professionals, Journalists, Readers, Industry players, Writers etc. The Forums are held every Friday between 2pm-5pm at Nairobi National Museum (Ford Hall). Indeed, Friday is a good day for Writers in Kenya.

### (iii) WRITERS' WORKSHOP/TRAINING (Monthly)

To help you sharpen your skills in specific areas related to Writing, we organize a Workshop/Training activity for you on a monthly basis at our Training Centre in Kiambu - John Kaheni Residence. The trainings are FREE for our Writers.

### (iv) WRITERS RETREAT (quarterly)

Sometimes, you need nothing but silence

This is a three-day quiet writers retreat in the lush green slopes of the Meru town. A retreat is meant to help you recollect, allow you get the best of your creativity and also give you the ample time to share with others in a secluded environment.

### (v) WRITERS GET TOGETHER (Annually)

Like the family members we are, other than just checking on each other, we recognize the power of coming together and eating from a single plate. Yearly, surely, is not just enough.



## 2. PERSONALIZED MENTORSHIP & GUIDANCE

To grow, your hands must be held. This is done through:

- Timely feedback to your articles
- One on one Mentorship with our Professional Mentors.
- Constant Engagement with your Accountability partner.
- Sharing of opportunities as they come.
- Efficient follow up and constant reminders of important events and activities.
- Online engagement with other professionals through multiple platforms.
- Timely completion of your Writing Course Work (Incubate) and Industrial exposure.

## 3. ALL ROUND GROWTH PLATFORM

A perfect Writer and a Social Misfit? No, that's not our portion

With our Industrial Partnership with others, we ensure a wholistic growth for you through involvement in activities that will help you grow such as events, competitions etc.

## PROGRAMS UNDER WRITERS GUILD KENYA.

To enjoy our services, consider registering for one of the following programs.

- (i) Affiliate Program(Ksh. 1000[Students] or Ksh. 2,500[Non- Students] Annually)  
With Over 1000 Affiliate Writers, you are sure to grow together.
- (ii) Personalized Writing Classes (Ksh. 24,600)  
Consider a 3 months Personal Coaching and Guidance on Specific area of Writing. This is a guarantee of a lifetime of Writing success.
- (iii) Kids Reading/Writing Boot camp.

### ***"A Child who reads, will be an adult who thinks"***

Setting up your young one for a Strong Start and a promising journey. This is a program organized in collaboration with National Museums of Kenya every school holiday. The cost ranges between 1,000-2,000 for 3 days.

## 4. PUBLISHING SERVICES AND INDUSTRY EXPERTISE

We have an open business clinic where corporate organizations and individuals come and consult one on one with our consultants who will be able to provide immediate solution to all your problems related to the Writing Industry.

After guiding you to be the Writer you have always wished to be, what next? Time to do business! Upon successful completion of the Mentorship Period, we examine you and list you as our Consultant in your area of specialization and henceforth pay you for your services. So you make money, serve God, serve others and live a fulfilling life, as a Writer. That's our joy!

We offer sound advice and Services in the following areas:



- Book Writing, Publishing, Launching, Marketing and Distribution
- Corporate/Individual Blogging, Online Content Creation, Blog Management and General Content Creation
- Personal Writing needs i.e Speeches, Private Articles, Ghostwriting, Web Content,
- Editing, Proofreading, Book Reviews and Analysis.
- All you need written for you.

## Commitment to Our Writers!

- We value the confidence and trust of our writers, and will always endeavor to communicate honestly, openly, and reliably with them.
  - When writers contact us we respond professionally, politely, and within appropriate timescales.
  - We welcome writers' feedback and try wherever possible to act on it to improve our services.
  - We always try to ensure that our product information, advertising, and other forms of communication are clear, accurate, and honest.
- We promise to serve you to the best of our [humility](#)!



***N/B: We ask that all writers and those who would wish to work with us to ensure that they understand this basic guideline, and commit to act in line with the foundations and values it sets out, before making further step to engage with us.***

# 2018



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