

A GUIDE TO
**DESHA PUBLISHING
HOUSE**

**SPECIAL
SIMPLIFIED
EDITION**

**PUBLISHING EXCELLENCE,
AMPLIFYING VOICES,
CREATING LEGACIES.**

UNVEILING STORIES, EMPOWERING
AUTHORS, SHAPING LEGACIES.

A SMART PUBLISHING GUIDE

deshapublishinghouse.com

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A BRIEF BACKGROUND ABOUT DESHA PUBLISHING HOUSE

DESHA PUBLISHING HOUSE: A LEGACY IN LITERATURE

Founded by Kibirige Desire Edward, Desha Publishing House was established with a mission to elevate Uganda's literary scene, provide professional publishing services, and amplify voices across diverse genres. With its main offices in Mbale City, Uganda, East Africa, Desha has grown into a trusted publishing partner for authors seeking excellence in storytelling, knowledge sharing, and creative innovation.

Our Commitment

From its inception, Desha Publishing House has been dedicated to fostering quality literature, ensuring that authors receive professional guidance, industry standard production, and strategic book promotion. Our publishing house is more than a service provider—it is a hub for literary talent, built on the belief that every story deserves a platform.

Our Imprints

To cater to different publishing needs, Desha Publishing House operates through specialized imprints:

Dez Press – Focused on preserving and amplifying African literature and cultural storytelling.

Dez Publishing – Supporting nonfiction authors, thought leaders, and experts in sharing knowledge.

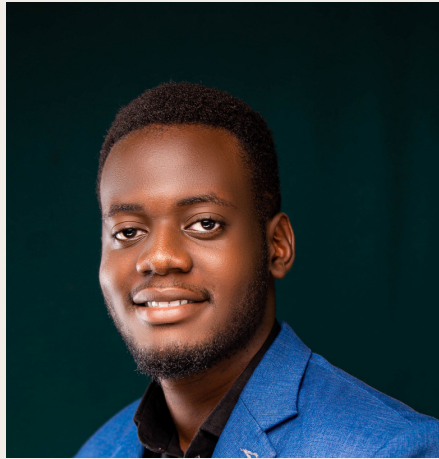
KDE Children's Books House – Nurturing young readers with engaging, educational, and imaginative storytelling.

Dez Audio – Bringing stories to life through professionally produced audiobooks, making literature accessible in new formats.

Our Impact

Operating from Mbale City, Desha Publishing House plays a crucial role in shaping Uganda's literary legacy. We provide authors with high-quality editing, publishing, and marketing support, ensuring their books reach both local and international audiences. Through literary festivals, book fairs, and educational initiatives, we continue to empower authors and expand the influence of Ugandan literature.

At Desha Publishing House, we don't just publish books—we build legacies, foster creativity, and ensure that every voice is heard.



NOTE FROM THE CEO

Dear Authors, Visionaries, and Storytellers,

At Desha Publishing House, we believe that every story matters. Words have the power to inspire, educate, and transform, and our mission is to ensure that every author's voice is heard, every idea is nurtured, and every book finds its rightful audience.

We are not just a publishing house—we are a movement. Through our specialized imprints—Dez Press, Dez Publishing, KDE Children's Books House, and Dez Audio—we provide platforms for diverse literary expressions, from African storytelling to expert driven nonfiction and immersive audiobook experiences.

Our commitment to quality, innovation, and accessibility drives us forward, empowering authors to share their wisdom, creativity, and vision with the world. Whether you are embarking on your first publishing journey or expanding your literary legacy, Desha Publishing House stands ready to be your trusted partner.

Let's create books that leave an impact, stories that shape minds, and words that build a lasting legacy. The world is waiting for your voice—let's bring it to life together.

Warm regards,

ceo@deshapublishinghouse.com

Kibirige Desire Edward

CEO, Desha Publishing House

A handwritten signature in black ink that reads "Kibirige Desire Edward". The signature is fluid and cursive, written over the printed name.

Chief Executive Officer

COO *notes*

DEAR AUTHORS AND CREATORS,



Books hold the power to shape perspectives, share wisdom, and preserve legacies. At Desha Publishing House, we are committed to ensuring that every story reaches its full potential. As Chief Operating Officer, my mission is to support authors in bringing their visions to life with professionalism, creativity, and industry-leading expertise.

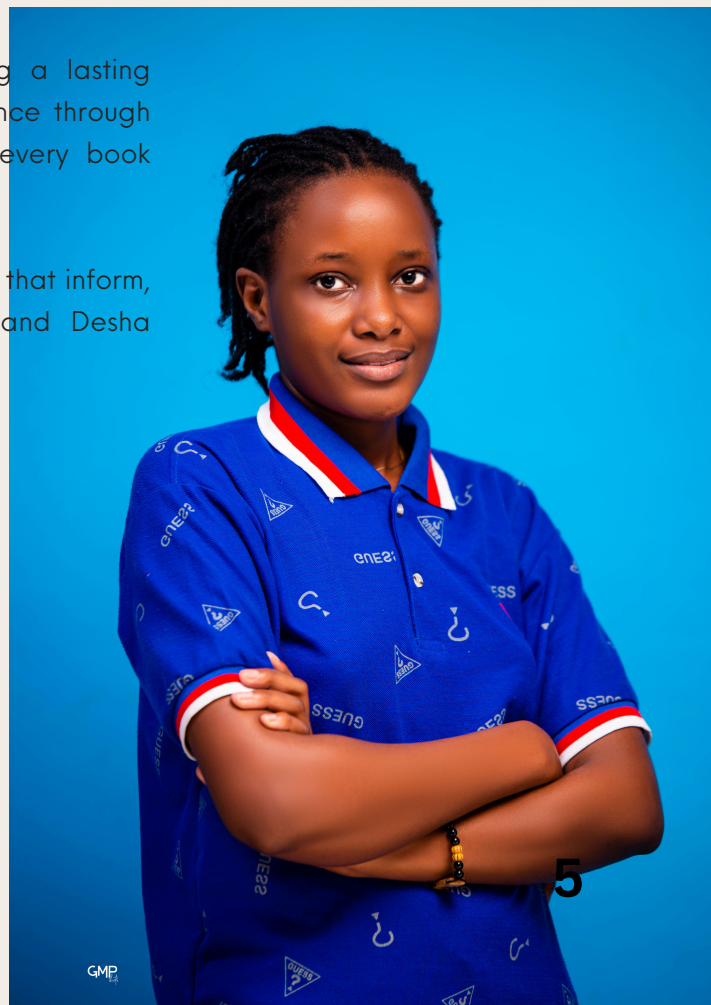
Our range of imprints—Dez Press, Dez Publishing, KDE Children's Books House, and Dez Audio—reflects our dedication to diverse literary needs. Whether it's African literature, insightful nonfiction, enriching children's books, or immersive audiobooks, we provide the platform and resources necessary for impactful storytelling.

Publishing is more than printing pages—it's about building a lasting connection with readers. At Desha, we offer tailored guidance through editing, design, marketing, and distribution, ensuring that every book reaches its rightful audience.

We invite you to be part of this movement—to craft narratives that inform, inspire, and endure. Your voice deserves to be heard, and Desha Publishing House is here to amplify it.

Best regards,
coo@deshapublishinghouse.com
Kisakye Jovine
Chief Operating Officer, Desha Publishing House

A handwritten signature in black ink, reading "Kisakye Jovine", located below the typed name.





OUR SERVICES: BRINGING YOUR BOOK TO LIFE WITH DESHA PUBLISHING HOUSE

At Desha Publishing House, we believe that every story deserves the highest level of care, professionalism, and visibility. Our services are designed to support authors through every stage of their publishing journey, ensuring that their books meet the highest industry standards while reaching the widest possible audience.

1. BOOK EDITING, PROOFREADING, AND FORMATTING

Before a manuscript is ready for publication, it needs thorough refinement. We provide:

Editing: Our experienced editors polish manuscripts by improving readability, coherence, and consistency while preserving the author's voice.

Proofreading: We meticulously check grammar, punctuation, spelling, and style, ensuring a flawless final draft.

Formatting: Books require professional typesetting for print and digital formats. We ensure proper layout, margins, fonts, and alignment for a seamless reading experience.

2. ISBN REGISTRATION AND COPYRIGHT GUIDANCE

Protecting your work is essential for establishing ownership and credibility. Our services include:

ISBN Registration: We provide International Standard Book Numbers (ISBNs), which are required for distribution and cataloging in bookstores and libraries.

Copyright Protection: We guide authors through copyright registration to safeguard their intellectual property from unauthorized use or reproduction.

3. PROFESSIONAL COVER DESIGN AND INTERIOR LAYOUT

A book's visual appeal significantly influences its success. Our design services include:

Cover Design: We create striking, genreappropriate covers that capture attention while conveying the essence of the book.

Interior Design: From typography to chapter styling, our layout experts ensure an engaging reading experience.

4. PRINTING AND DISTRIBUTION STRATEGIES

Publishing is more than just printing—it's about getting books into the hands of readers. Our approach includes:

HighQuality Printing: We offer various printing options, including offset and digital printing, to suit the author's needs and budget.

Distribution Networks: Desha Publishing House connects books with local bookstores, online retailers, and libraries, ensuring broad availability.

5. MARKETING AND AUTHOR BRANDING

A book's success depends on visibility, engagement, and effective promotion. Our marketing services help authors build their presence through:

Strategic Book Launches: We organize promotional campaigns, book tours, and launch events.

Social Media & Digital Promotion: Leveraging platforms like Facebook, Instagram, and LinkedIn to engage readers.

Author Branding: We help authors establish their professional identity, including website creation, media kits, and interviews.

Reminder



WHY PUBLISH A BOOK? LEAVING A LEGACY THROUGH WORDS



Publishing a book is more than just putting words on a page—it's about creating impact, leaving a legacy, and amplifying ideas. Whether you're a storyteller, a thought leader, or someone with wisdom to share, writing a book solidifies your presence in the literary world. Here are some of the most compelling reasons to publish a book:

1. Establish Authority in Your Field

A wellwritten book showcases expertise. Whether you're in business, academia, or personal development, a book positions you as a credible authority in your domain. It opens doors to speaking engagements, collaborations, and professional opportunities.

2. Immortalize Your Creativity

Stories have the power to inspire and endure across generations. Publishing a book ensures that your ideas, narratives, and creative expressions live on, transcending time and trends.

3. Build a Legacy Through Storytelling

Your words can shape perspectives and influence minds. By publishing a book, you contribute to culture, knowledge, and the literary landscape—leaving behind something meaningful for future generations.

4. Create a Revenue Stream Through Sales

Books can generate income through direct sales, royalties, and licensing deals. Whether selfpublished or traditionally released, books offer financial opportunities that extend beyond the initial launch.

5. Inspire and Influence Communities

A book has the power to spark conversations, challenge norms, and encourage change. It can uplift readers, offer solutions to problems, and create a movement around important themes and ideas.

Publishing with Desha: Making Your Vision a Reality

While publishing a book offers personal and professional fulfillment, the process requires expertise and support. Desha Publishing House provides tailored services to ensure your manuscript reaches its highest potential. From editing to distribution, we help authors transform ideas into powerful literary works.





WHY PUBLISH WITH DESHA PUBLISHING HOUSE? ELEVATE YOUR STORY WITH EXCELLENCE

Choosing the right publishing partner can define the success of your book. At Desha Publishing House, we believe in crafting high-quality, impactful publications while supporting authors throughout their journey. Here's why Desha stands out as the preferred publishing destination:

1. A Commitment to Quality and Creativity

Every book deserves the best editorial and design expertise. Our team ensures that your manuscript is refined, visually appealing, and formatted professionally—creating a product that resonates with readers.

2. Experienced Editorial Team Dedicated to Storytelling

We don't just publish books—we nurture them. Our editors work closely with authors to enhance their narratives, refine language, and preserve the authenticity of their stories.

3. Personalized Publishing Packages

We understand that different authors have different needs. Whether you prefer traditional publishing, self-publishing, or hybrid models, we offer tailored services to accommodate your goals and budget.

4. Access to a Growing Network of Ugandan and International Readers

Through strategic distribution channels and partnerships, your book reaches not only local audiences but also international literary circles. We ensure visibility in bookstores, online platforms, and literary communities.

5. Marketing Support Beyond the Book Launch

Publishing a book is only the beginning. Our marketing team provides ongoing promotional strategies, including social media campaigns, author branding, and reader engagement initiatives—to keep your book thriving long after its release.

At Desha Publishing House, we don't just print books—we build literary legacies. Whether you're a first-time author or an established writer, we provide the resources, expertise, and support needed to bring your vision to life.





How to Publish with Desha Publishing House

*DESHA PUBLISHING HOUSE GUIDE TO PUBLISHING; Empowering Authors,
Preserving Voices, Shaping Legacies*

By Desha Publishing House

For all imprints too!

How to Publish with Desha Publishing House
At Desha Publishing House, we make the publishing process seamless and professional, ensuring every author receives the support they need to bring their book to life. Here's a step-by-step guide to publishing with us.

Step 1: Submit Your Manuscript

Begin your publishing journey by submitting your manuscript for review. Ensure your work is complete and formatted for evaluation. You can send your manuscript to deshapublishinghouse@gmail.com with a brief description of your book and publishing goals. You may also visit our website at deshapublishinghouse.com to explore more about our services and submission guidelines.

Step 2: Editorial Assessment & Refinement

Once we receive your manuscript, our editorial team will assess its structure, readability, and overall quality. We provide guidance on necessary revisions, edits, and improvements to enhance your book's impact.

Step 3: Choose Your Publishing Model

Decide on the best publishing model for your book:

Traditional Publishing – We invest in your book and handle all production and distribution while you earn royalties.

Self-Publishing – You retain full control while covering the costs of publishing, with our expert guidance.

Hybrid Publishing – A shared investment model, balancing professional publishing support with author autonomy.



Step 4: Book Design & Formatting

Our design team will create a compelling book cover that captures your vision while ensuring professional interior formatting for print and digital editions.

Step 5: ISBN Registration & Copyright Protection

We assist you in registering your book's ISBN and securing copyright protection, ensuring legal recognition and safeguarding your intellectual property.

Step 6: Printing & Distribution

We offer high-quality printing services and strategic distribution, making your book available in bookstores, online platforms, and literary networks—both locally and internationally.

Step 7: Marketing & Promotion

A successful book requires visibility. We support you through:

- Author branding strategies to establish a strong presence.
- Book launch events for impactful releases.
- Social media promotion to engage readers worldwide.

Step 8: Sales & Continued Growth

Once your book is launched, we provide ongoing support to maximize sales, connect with audiences, and expand your literary influence.

At Desha Publishing House, we believe that publishing a book should be an empowering experience. Whether you're a first-time author or an established writer, our team is here to guide you through every stage.



TYPES OF PUBLISHING AVAILABLE AT DESHA PUBLISHING HOUSE

WE HAVE ALL THE THREE, AT YOUR REQUEST, AT THE RIGHT TIME.



1. Traditional Publishing

With traditional publishing, Desha Publishing House fully invests in the production of selected manuscripts. We handle the costs of editing, design, printing, marketing, and distribution while offering authors a royalty-based agreement.

- How it Works: Authors submit their manuscripts for review, and if approved, Desha takes full responsibility for publishing the book.
- Best for: Writers seeking full professional support without upfront costs, and who want their book promoted and distributed widely.
- Key Benefits: No financial investment required from the author, high-quality production, and strong marketing backing.

2. Self-Publishing

Self-publishing allows authors to maintain full creative control while covering the costs of production themselves. Desha Publishing House provides the necessary services—editing, design, printing, and distribution—but the author owns all rights and royalties.

- How it Works: Authors choose the services they need, set their pricing, and make decisions regarding branding and marketing.
- Best for: Writers who prefer to retain complete ownership and control over their work, including how it's marketed and sold.
- Key Benefits: Full autonomy over the book, higher royalty earnings, and customized publishing packages.

3. Hybrid Publishing

Hybrid publishing offers a middle ground between traditional and self-publishing. Authors contribute to production costs, but Desha Publishing House provides professional editorial, design, and marketing support, ensuring a polished and well-promoted book.

- How it Works: The author and Desha Publishing House collaborate on the publishing process, with shared investment and tailored services.
- Best for: Authors who want expert guidance while maintaining some creative and financial control.
- Key Benefits: High-quality production, professional support, and the ability to maximize earnings.

Each publishing model comes with distinct advantages, depending on your vision and goals as an author. Desha Publishing House ensures that no matter which path you choose, your book will be produced with professionalism and care.

Frequently Asked Questions

NAVIGATING YOUR PUBLISHING JOURNEY WITH CONFIDENCE

1. What genres does Desha Publishing House accept?

We accept a wide range of genres, including fiction, non-fiction, poetry, business and leadership books, academic works, biographies, children's literature, and African storytelling.

2. Do I retain copyright ownership of my book?

Yes! Whether you choose self-publishing or hybrid publishing, you retain full copyright ownership of your work. In traditional publishing, Desha Publishing House secures rights based on an agreed contract.

3. How much does publishing with Desha cost?

Publishing costs vary based on the chosen model and services. Self-publishing and hybrid publishing require author investment, while traditional publishing is fully covered by Desha. For detailed pricing, contact us via deshapublishinghouse@gmail.com or visit deshapublishinghouse.com.



"Are you ready to publish? Desha Publishing House is here to bring your words to life."

4. Can I publish my book internationally?

Yes! Our distribution networks extend beyond Uganda, ensuring global reach through online platforms, international bookstores, and literary partnerships.

5. Will Desha Publishing House help market my book?

Absolutely! We offer marketing and branding support, including social media promotions, book launch strategies, and author visibility campaigns to increase readership and engagement.

6. What is the typical timeline for publishing a book?

Publishing timelines vary depending on the complexity of editing, design, and production. On average, the process takes 3 to 6 months, with expedited options available.

7. How do I start my publishing journey?

Simply submit your manuscript via deshapublishinghouse@gmail.com or explore our services at deshapublishinghouse.com. Our team will guide you through the next steps.

Final Thoughts

Desha Publishing House stands at the forefront of Ugandan and African storytelling, providing authors with a professional, innovative, and supportive publishing experience. Whether you're crafting your first book or expanding your literary legacy, we are here to ensure your story reaches its full potential.



SUCCESS STORIES & TESTIMONIALS:

THE DESHA PUBLISHING EXPERIENCE

At Desha Publishing House, we measure our success by the stories we bring to life and the impact we create for authors. Over the years, we've worked with incredible writers, helping them transform their manuscripts into professionally published works. Here are some of the inspiring journeys of authors who entrusted us with their stories.

1. From Manuscript to Bestseller: A Poetry Anthology's Journey

One of our proudest projects was the poetry anthology *„Happiness Within Us“*, edited by Kisakye Jovine. This collection of thought-provoking poetry brought together voices from various Ugandan poets, creating a deeply emotional and inspiring work. Through our editorial expertise, cover design, and marketing strategies, the anthology gained visibility in literary circles and beyond.

2. Empowering First-Time Authors

Desha Publishing House has helped numerous first-time authors bring their books to market. One such success story is an entrepreneur who turned his years of business insights into a practical guide. With our professional editing, branding, and distribution, his book not only established him as an authority in his field but also generated substantial sales.

3. Expanding Creative Voices with Dez Audio

Our Dez Audio imprint has given authors an opportunity to reach wider audiences through audiobooks. One notable success is a motivational speaker whose book was transformed into a compelling audio production, allowing listeners to engage with the content in a new and immersive way.

4. Children's Books That Make a Difference

Through KDE Children's Books, we've supported authors in creating engaging and educational stories for young readers. A teacher-turned-author published a delightful series of picture books aimed at fostering literacy among Ugandan children. With vibrant illustrations and thoughtful storytelling, the books gained recognition in schools and reading programs.

What Our Authors Say

Here's what some of our authors have said about their experience with Desha Publishing House:

"Desha Publishing House made my dream a reality. The attention to detail, quality, and professionalism exceeded my expectations!"

"I never imagined my book could reach such a wide audience. The guidance I received at Desha turned my manuscript into a masterpiece."

"The team helped me refine my work while keeping my voice intact. Publishing with Desha was one of the best decisions of my career."

Your Story Could Be Next!

Desha Publishing House is committed to supporting authors from all backgrounds. Whether you have a novel, poetry, non-fiction, or an audiobook in mind, we are here to help you bring it to life with professionalism and creativity.



ESSENTIAL TIPS *For* YOUR BOOK



Publishing a book is an exciting journey, but it requires preparation, strategy, and awareness of industry best practices. Whether you're a firsttime author or an experienced writer, these tips and resources will help you streamline the process and maximize your book's impact.

1. How to Craft a Powerful Manuscript

A compelling manuscript is the foundation of a successful book. Here's how to refine your writing:

Start with a clear vision: Define the purpose and message of your book.

Maintain consistency: Ensure logical flow, coherence, and strong character or thematic development.

Edit thoroughly: Revision is key—work with professional editors to refine your work.

Consider your audience: Write with your target readership in mind to enhance engagement.

2. Building an Author Brand in Uganda

A strong author brand distinguishes you in the literary world. To establish your presence:

Create an author website: Showcase your books, share insights, and engage with readers.

Leverage social media: Promote your work on platforms like Facebook, Instagram, and LinkedIn.

Participate in literary events: Engage in book fairs, readings, and workshops to increase visibility.

Collaborate with book bloggers and reviewers: Gain traction through honest critiques and recommendations.

3. Marketing Strategies for SelfPublished Authors

If you're selfpublishing, marketing is crucial. Here's how to boost sales and awareness:

Optimize your book launch: Plan virtual or physical events to introduce your work.

Utilize email marketing: Build an email list of engaged readers and update them on bookrelated news.

Consider paid promotions: Use targeted ads on social media or book promotion services to reach a wider audience.

Engage with book clubs and reading communities: Encourage discussions and reviews to foster organic interest.

4. Recommended Publishing Resources

To further support your publishing journey, here are valuable tools:

Editing Software: Grammarly, ProWritingAid for selfediting improvements.

Book Formatting Tools: Vellum, Scrivener for layout and structuring.

Publishing Platforms: Kindle Direct Publishing (KDP), IngramSpark for global distribution.

Writer Networks: Join author groups, workshops, and forums to stay updated on trends.

Publishing with Desha Publishing House provides access to expert guidance, professional services, and a supportive community dedicated to literary excellence. Whether you're shaping your manuscript or strategizing your launch, we ensure every book reaches its fullest potential.



INDUSTRY INSIGHTS & LITERARY GROWTH IN UGANDA

01

THE ROLE OF PUBLISHERS IN FOSTERING STORYTELLING CULTURE

Publishers serve as gatekeepers and enablers of creativity, ensuring that highquality content reaches audiences. By providing editorial guidance, distribution channels, and branding support, publishing houses help authors refine their narratives while ensuring professional presentation.

At Desha Publishing House, we are committed to amplifying voices through our specialized imprints, ensuring diverse genres—from children’s books to poetry—get the attention they deserve.

02

EMERGING TRENDS IN AFRICAN LITERATURE

African literature continues to expand beyond traditional forms, embracing:

Digital publishing: Ebooks and audiobooks provide accessibility to broader audiences.

Crossgenre storytelling: Writers increasingly blend fiction with journalism, history, and activism.

International collaborations: African authors are gaining recognition through partnerships with global publishers and literary agents.

Desha Publishing House embraces these trends, offering Dez Audio for audiobook production and supporting selfpublished authors in reaching international readerships.

03

HOW DESHA PUBLISHING HOUSE CONTRIBUTES TO UGANDA’S LITERARY SCENE

We actively shape Uganda’s publishing industry by:

Nurturing new talent through editorial mentorship and publishing opportunities.

Strengthening the book market with professional printing and distribution models.

Elevating local stories to international platforms through strategic partnerships.

By fostering creativity and professionalism, we ensure that Ugandan literature not only thrives locally but also gains global recognition.

OUR IMPRINTS

EXPANDING THE REACH OF DESHA PUBLISHING HOUSE



Dez Audio: Bringing Stories to Life Through Sound

In an era where storytelling extends beyond the printed page, Dez Audio offers immersive audiobook experiences, allowing narratives to be heard and felt.

Focus: Highquality audiobook production for fiction, nonfiction, and educational works.

Impact: Expands accessibility, engages auditory learners, and enhances storytelling through voice.

Ideal for: Authors who want their works adapted into compelling audio formats, making their stories available to a broader audience.



DEZ PRESS

Dez Press: Celebrating African Literature

African storytelling carries deep cultural significance, and Dez Press is dedicated to amplifying that heritage by publishing works that capture the heart of the continent's literary traditions.

Focus: Poetry, novels, essays, and literature rooted in African identity and storytelling.

Impact: Showcases voices from across Africa, preserving cultural narratives while reaching global audiences.

Ideal for: Writers seeking a platform to highlight African experiences, themes, and storytelling techniques.



Dez Publishing: Knowledge and Thought Leadership

For authors aiming to share expertise, document research, or craft insightful narratives, Dez Publishing is the perfect avenue.

Focus: Nonfiction works spanning business, selfimprovement, biographies, and scholarly publications.

Impact: Positions authors as industry leaders and contributors to intellectual discourse.

Ideal for: Professionals, academics, and entrepreneurs looking to establish credibility through published works.



KDE Children's Books House: Inspiring Young Minds

Children's literature plays a crucial role in shaping imaginations, fostering literacy, and instilling values. KDE Children's Books House brings enchanting stories to life for young readers.

KDE Children's Books House brings enchanting stories to life for young readers.

Focus: Picture books, early learning guides, and educational stories designed to entertain and educate children.

Impact: Encourages literacy and creativity among young audiences, promoting engaging and ageappropriate storytelling.

Ideal for: Authors crafting fun, inspiring, and educational stories that leave a lasting impression on young minds.

Desha Publishing House: A Legacy of Literary Excellence

Through these imprints, Desha Publishing House solidifies its role as a champion of diversity in publishing—bridging tradition and innovation, ensuring that every story finds its place, and amplifying voices that deserve recognition.

CONTACT US



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Desha Publishing House



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Buyonjo road, Mbale city,
Uganda



MONDAY THROUGH SUNDAY

from 9:00 am to 7:00 pm

