

You did it.
You wrote the book.
You drafted and redrafted chapters,
refined every paragraph, obsessed over
commas, and finally typed '**The End**'.

Now what?

I Wrote a Book. Now What? is a practical, no-nonsense guide for authors standing at the most confusing crossroads in publishing: the space between finishing a manuscript and building a successful book.

This book walks you step by step through what actually moves the needle: building a smart marketing strategy before launch, choosing the right format and pricing, setting up social media the right way, growing a reader community, securing reviews, reaching podcasts and media, leveraging engagements, and even exploring long-term expansion from merchandise to movie rights.

So, whether you are a first-time writer or a seasoned author, this strategic companion will help you create demand, build meaningful visibility, and generate momentum that lasts long after publication day.

NEHA RAJ, known to the literary world as The Book Marketing Girl, is on a mission to ensure no great book goes unread. After leaving the corporate world to pursue her love for books, she co-founded Booknerds in 2015, a thriving community of more than 25,000 passionate readers. Recognising that even exceptional authors struggle with visibility, she began helping writers build powerful personal brands through strategic book marketing. A Top 1 per cent creator on Topmate and one of India's leading book marketers, she has coached 500+ authors across the United States, the United Kingdom, India, Australia, and Dubai.



E-book available
Category: Marketing/Books
Cover Design: raghavdesign.com



₹ 399

i wrote a book! now what?



Neha Raj



An Author's Guide
to Marketing That
Actually Works



i wrote
a book!

No vague
'just-go-viral'
advice. No fluff.
No empty hype.

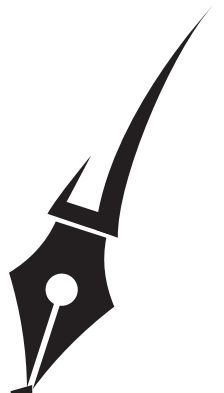
Just clear,
strategic
steps.

now
what?

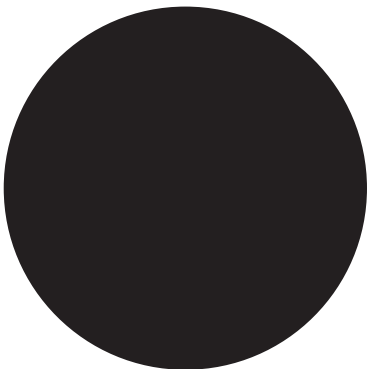
Neha Raj

'The Book Marketing Girl'

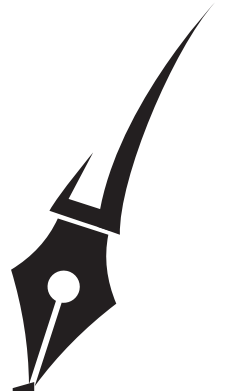




**i wrote
a book!**



**now
what?**



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Neha Raj