

Puzzle Book Listing Blueprint

A listing & marketing layer for number-mystery, time-crime,
and puzzle books on Amazon KDP

Complements your Jikan Nazo puzzle-book engine — they build the book; this lists it.

Quintana Marketing · Exclusive via Andreas's Warrior Plus link

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1. How to Use This Blueprint

This blueprint is a **listing and marketing layer** for puzzle books in the number-mystery, time-crime, and logic-puzzle niches on Amazon KDP. Use it after your manuscript (or generated puzzle book) is ready to publish.

Workflow

1. **Pick a title formula** from Section 2 that matches your book's hook (numbers, clocks, codes, timelines).
2. **Fill 5–7 bullet frames** from Section 3 — keep them scannable and benefit-led.
3. **Paste a description block** from Section 4 and swap placeholders for your book's specifics.
4. **Apply series naming rules** (Section 5) so Book 1, 2, and 3 feel like one brand.
5. **Seed A+ modules and backend keywords** (Section 6).
6. **Lock the spine map** (Section 7) before you publish Book 1 so sequels stay consistent.

What this is / what this isn't

This IS	This is NOT
Listing copy frameworks for puzzle books	A writing or plot-generation system
Series branding & Amazon positioning	A substitute for editorial quality
Keyword and A+ starters you customize	Guaranteed ranking or royalty advice

Positioning note: Frame this bonus as the **listing/marketing layer** that sits on top of your puzzle-book creation workflow. Keep language focused on discovery, clarity, and buyer trust — never on competing tools or writing bots.

Placeholders you'll see

[TOPIC] — e.g. clock codes, prime riddles, timeline breaks · [DIFFICULTY] — Easy / Intermediate / Challenging / Mixed · [COUNT] — number of puzzles · [SERIES] — your series name · [BOOK N] — volume number

2. Title Formulas (12 Examples)

Use these as **patterns**, not rigid templates. Swap the bracketed pieces; keep the rhythm that sells “puzzle + mystery + time/numbers.”

Formula A — Number + Mystery Verb

Pattern: [Number Hook] [Mystery Verb]: [Puzzle Type] for Sharp Minds

- *Prime Shadows: Number Mysteries for Sharp Minds*
- *Cipher Zero: Logic Puzzles That Hide the Truth*

Formula B — Time-Crime Frame

Pattern: [Time Element] [Crime/Break]: [Puzzle Book Subtitle]

- *The Broken Minute: Time-Crime Puzzles You Can Solve*
- *Clockwork Alibi: Timeline Riddles for Curious Detectives*

Formula C — Case File Style

Pattern: Case File #[N]: [Hook] — [Benefit]

- *Case File #7: The Missing Hour — 50 Timeline Puzzles*
- *Case File #12: Code at Midnight — Number Mysteries & Logic Traps*

Formula D — Challenge Ladder

Pattern: [Difficulty] [Puzzle Type]: From Warm-Up to Mastermind

- *Intermediate Number Mysteries: From Warm-Up to Mastermind*
- *Hard Time Puzzles: From Warm-Up to Mastermind*

Formula E — Series Spine Title

Pattern: [SERIES] Book [N] — [Standalone Hook]

- *Jikan Files Book 1 — The First Broken Clock*
- *Nazo Number Lab Book 2 — Primes in the Dark*

Formula F — Question Hook

Pattern: Who [Did/Broke] the [Time/Number Thing]? [Puzzle Promise]

- *Who Stopped the Clock? 60 Time-Crime Puzzles*
- *Who Altered the Sequence? Number Mysteries You Can Crack*

Title QC checklist

- Under ~60 characters for the main title when possible (subtitle can carry detail).
- Include at least one of: *puzzle, mystery, code, clock, timeline, number, logic*.
- Avoid trademarked character names and real celebrity cases.
- Make Book 2/3 titles parallel to Book 1 (same series stem + new hook).

3. Bullet Frames (7 Reusable Frames)

Amazon bullets work best when each line answers: **who it's for**, **what's inside**, or **what outcome they get**. Fill the blanks; keep one idea per bullet.

Frame 1 — Audience Fit

For readers who love [TOPIC] and want [DIFFICULTY] brain workouts without fluff.

Frame 2 — Volume & Variety

Includes [COUNT] carefully ordered puzzles: warm-ups, mid-level twists, and stretch challenges.

Frame 3 — Skill Promise

Train [skills: pattern spotting / timeline logic / number sense] with clear instructions and clean layouts.

Frame 4 — Format Clarity

Print-friendly pages designed for pencils, sticky notes, and re-solves — not dense walls of text.

Frame 5 — Series Continuity

Part of the [SERIES] collection — same rules language, rising difficulty, and consistent mystery tone.

Frame 6 — Answer Support

Complete answer key with brief “why it works” notes so you learn the logic, not just the solution.

Frame 7 — Gift / Use Case

Ideal for [commuters / rainy weekends / classroom warm-ups / mystery night] — open anywhere, solve at your pace.

Bullet writing tips

- Lead with the benefit word, not “This book has...”
- Prefer specifics (*50 puzzles*, *answer key with notes*) over vague praise.
- Don't promise royalties, rankings, or “Amazon algorithm” outcomes.
- Keep each bullet under ~200 characters when possible for mobile scan.

Example filled set (Book 1 vibe)

1. For readers who love clock codes and want intermediate brain workouts without fluff.
2. Includes 60 carefully ordered puzzles: warm-ups, mid-level twists, and stretch challenges.
3. Train pattern spotting and timeline logic with clear instructions and clean layouts.
4. Print-friendly pages designed for pencils, sticky notes, and re-solves.
5. Part of the *Broken Minute Files* collection — same rules language and rising difficulty.
6. Complete answer key with brief “why it works” notes.
7. Ideal for rainy weekends and mystery night — open anywhere, solve at your pace.

4. Description Blocks (4 Templates)

Paste into KDP's description field. Replace placeholders. Keep the first 2–3 lines strong — they show above “Read more.”

Template 1 — Classic Mystery Pitch

A puzzle book for minds that notice when time — or the numbers — don't add up.

Inside *[TITLE]*, you'll find *[COUNT]* *[DIFFICULTY]* challenges built around *[TOPIC]*. Each puzzle is a mini case: spot the break, test the logic, and lock the answer.

What you get:

- Clear rules on every section opener
- Escalating difficulty without random jumps
- A full answer key with short reasoning notes

Whether you're new to number mysteries or sharpening an already sharp edge, this volume is built to be solved — not skimmed.

Template 2 — Time-Crime Angle

Someone altered the timeline. Your job is to prove how.

[TITLE] turns clocks, schedules, and sequence breaks into solvable cases. Work through *[COUNT]* time-crime puzzles designed for *[DIFFICULTY]* solvers who like clean logic over guesswork.

Includes:

- Timeline grids and “what changed?” scenarios
- Code-and-clock hybrids that reward careful reading
- Solutions you can learn from — not just check off

Start with the warm-ups. Earn the later cases.

Template 3 — Series Volume Pitch

[SERIES]* — Book *[N]

The rules stay familiar. The cases get sharper.

In this volume: *[COUNT]* puzzles centered on *[TOPIC]*, written to match the tone and difficulty ladder of the series. New readers can start here; series fans will feel the step-up.

- Consistent layout across the *[SERIES]* collection
- Answer key with brief logic notes
- Built for pencil, paper, and one more try

Continue the investigation. Keep the spine consistent. Solve the next break in time.

Template 4 — Gift / Dual Audience

Puzzles that feel like mysteries — for adults, teens, and sharp kids (with guidance).

[TITLE] offers *[COUNT]* *[DIFFICULTY]* number and logic challenges with a crime-of-the-clock flavor. No prior math

degree required — just curiosity and a pencil.

Perfect for:

- Solo evenings and travel days
- Family “solve nights”
- Teachers and coaches who want warm-up logic

Answer key included. Layouts stay clean. Difficulty climbs on purpose.

Description QC

- Front-load the hook in the first line.
- Name the puzzle count and difficulty early.
- Mention answer key if you include one (trust builder).
- Avoid ALL CAPS spam and keyword stuffing.
- No claims about income, bots, or “beating Amazon.”

5. Series Naming Rules

A strong series name does three jobs: **brand**, **search**, and **promise**.

Rule 1 — Pick a stem that can stretch to 5+ books

Good stems feel like a “desk,” “file,” “lab,” or “archive,” not a one-off title.

Strong stems	Weaker stems
Broken Minute Files	That One Clock Puzzle Book
Nazo Number Lab	Super Fun Puzzles!!!
Timeline Case Archive	Random Logic Stuff

Rule 2 — Parallel title structure across volumes

Once you choose a pattern, keep it: **[SERIES] Book N — [Hook Phrase]** or **[SERIES]: [Hook Phrase]** with Book N in subtitle.

- *Broken Minute Files Book 1 — The First Silent Clock*
- *Broken Minute Files Book 2 — Alibis at 3:17*
- *Broken Minute Files Book 3 — The Prime That Shouldn't Exist*

Rule 3 — Difficulty ladder language

Decide how you talk about challenge level and reuse the same words:

- Book 1: Foundation / Warm-Up → Intermediate
- Book 2: Intermediate → Stretch
- Book 3: Stretch → Mastermind

Put that ladder in bullets and description so buyers know what they're buying.

Rule 4 — Shared visual keywords (for covers later)

Agree early on 2–3 recurring motifs: cracked clock, cipher ring, grid, stamp “CASE FILE.” Palette: one dark base + one accent (e.g. midnight navy + amber).

Rule 5 — Series page & backend consistency

- Same series name spelling everywhere (no “File” vs “Files” drift).
- Same author name / pen name across volumes.
- Backend keywords: include series stem + niche terms (see Section 6).

Rule 6 — Naming don'ts

- Don't change series name after Book 1 without a strong reason.
- Don't use titles that only work as standalone jokes.
- Don't overload with numbers in both series name *and* title unless intentional.

6. A+ Content & Backend Keyword Starters

A+ module starters (customize)

Module A — Series overview

Headline: Welcome to [SERIES]

One short paragraph on the shared rules, rising difficulty, and mystery tone. Show Book 1–3 covers in order.

Module B — What's inside this volume

Headline: [COUNT] puzzles. Clear logic. Real progression.

Bullet the sections (warm-ups / mid / stretch) and mention answer key.

Module C — How to solve (buyer confidence)

Headline: Built for pencils, not guesswork

3 steps: read the case → mark constraints → check the key's "why."

Module D — Who it's for

Headline: For solvers who like [TOPIC]

Audience chips: mystery fans, logic lovers, teachers, gift buyers.

Module E — Comparison chart (optional)

Columns: Feature | Book 1 | Book 2 | Book 3

Rows: Puzzle count, Difficulty band, Focus theme (clocks / primes / timelines)

Backend keyword starters (mix & match; stay truthful)

Use Amazon's backend keyword field as **phrase seeds**, not repeated title spam. Combine 2–3 word clusters:

Cluster	Example phrases
Puzzle type	logic puzzles, number mysteries, brain teasers adults
Time angle	timeline puzzles, clock code puzzles, time crime puzzles
Difficulty	intermediate logic puzzles, hard brain teasers, puzzle book challenging
Use case	rainy day puzzles, travel puzzle book, family puzzle night
Series	[series stem], case file puzzle book, mystery puzzle series

Hygiene

- No competitor ASINs or brand names you don't own.
- No misleading claims ("free money," "bestseller guaranteed").
- Refresh keywords when you expand the series niche (e.g. add "cryptogram" only if the book has them).

Search terms for your own research notes

Keep a private list (not pasted blindly into backend): number mystery puzzle book · time puzzle book adults · logic case file puzzles · clock cipher puzzles · puzzle book with answer key

7. Series Spine Map (Books 1→3)

Use this map **before** publishing Book 1 so covers, titles, and blurbs stay aligned.

Recommended series name options (pick one)

1. **Broken Minute Files** — time-crime emphasis
2. **Nazo Number Lab** — number-mystery emphasis
3. **Timeline Case Archive** — hybrid time + case-file tone

Working example below uses Broken Minute Files — swap if you chose another stem.

Spine map table

Vol	Working title	Promise	Difficulty	Theme	Listing hook
1	Book 1 — The First Silent Clock	60 foundational time-crime puzzles	Foundation → Intermediate	Clocks & schedules	Learn the rules. Spot the first break in time.
2	Book 2 — Alibis at 3:17	60 intermediate timeline & code hybrids	Intermediate → Stretch	Alibis & overlapping timelines	Same rules. Sharper cases. Fewer freebies.
3	Book 3 — The Prime That Shouldn't Exist	60 stretch challenges mixing primes & clocks	Stretch → Mastermind	Number anomalies + time locks	When the numbers and the clock both lie.

Consistency checklist across the spine

- Series name identical on cover, subtitle field, and series page
- Book N numbering visible and sequential
- Difficulty language matches Section 5 ladder
- Motifs (clock / stamp / grid) recur without cloning the same cover
- Description Template 3 used (or adapted) for each volume
- Backend keywords include series stem + volume-specific theme terms
- Answer key style and “why it works” tone match across books

One-page spine brief (copy for your notes)

Series: Broken Minute Files

Promise: Time-crime and number-mystery puzzles with rising difficulty and teachable answer keys.

Book 1 job: Teach the format; win trust.

Book 2 job: Reward returning solvers; deepen hybrids.

Book 3 job: Stretch masters; set up optional Book 4 theme (your choice).

Brand line: Quintana Marketing · Exclusive via Andreas's Warrior Plus link

8. Quick Listing Checklist

Before you hit Publish:

- 1. Title + subtitle follow a formula from Section 2
- 2. 5–7 bullets filled from Section 3 frames
- 3. Description uses a Section 4 template (hook in line 1)
- 4. Series name locked per Section 5
- 5. A+ modules drafted from Section 6
- 6. Backend keywords seeded (truthful clusters only)
- 7. Spine map updated for this volume (Section 7)
- 8. Answer key mentioned if included
- 9. Categories chosen to match puzzle / logic / mystery nonfiction as appropriate
- 10. Footer / brand note saved for your promo page: **Quintana Marketing · Exclusive via Andreas's Warrior Plus link**

Closing

You already have (or are building) the puzzle book itself with your creation workflow. This blueprint's job is narrower and sharper: **make the listing clear, series-ready, and buyer-friendly** so the right solvers recognize the book in seconds.

Customize every placeholder. Keep the tone mysterious, not hype-y. Ship Book 1 with the spine map already decided — future you will thank present you.

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Complements the Jikan Nazo puzzle-book engine — listing & marketing layer only.*