

My Dear Grandfather

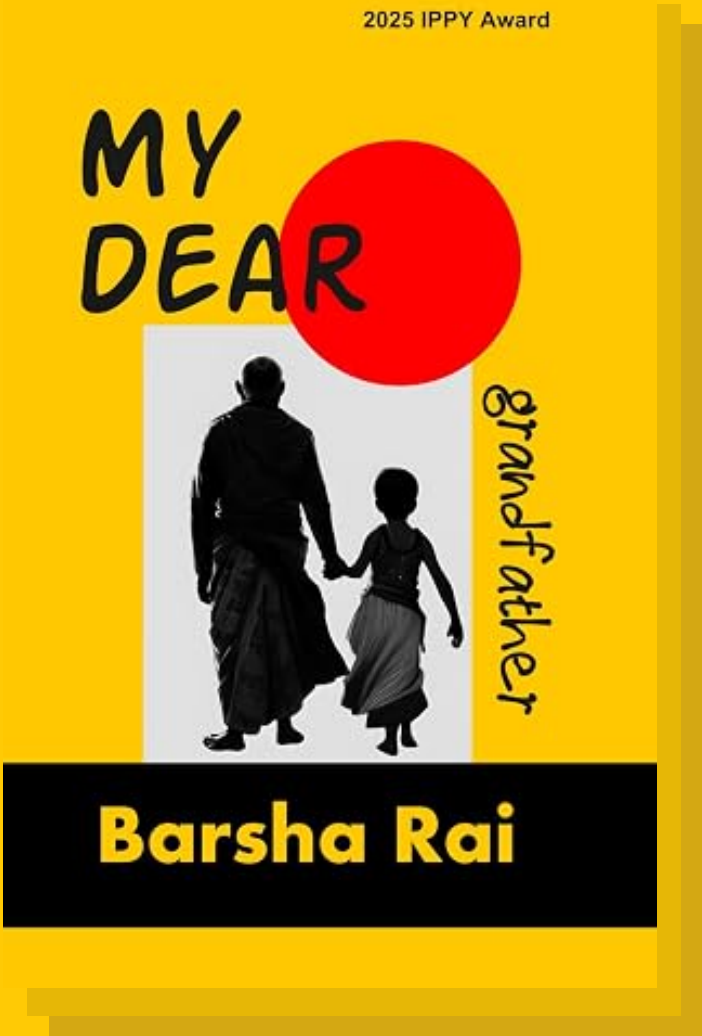
by Barsha Rai

Amazon listing optimization

A clearer story, supported by keyword research and category review.

CLIENT	Cactus Rain Publishing
SCOPE	Description, keywords, categories
FORMATS	Kindle + paperback
MARKET	Amazon US
PRINT	5.5 x 8.5 in / 302 pages

ABDULQUDUS TELLA / BOOK MARKETING STRATEGIST



EXISTING COVER / SUPPLIED ASSET

A clearer *way* into the story.

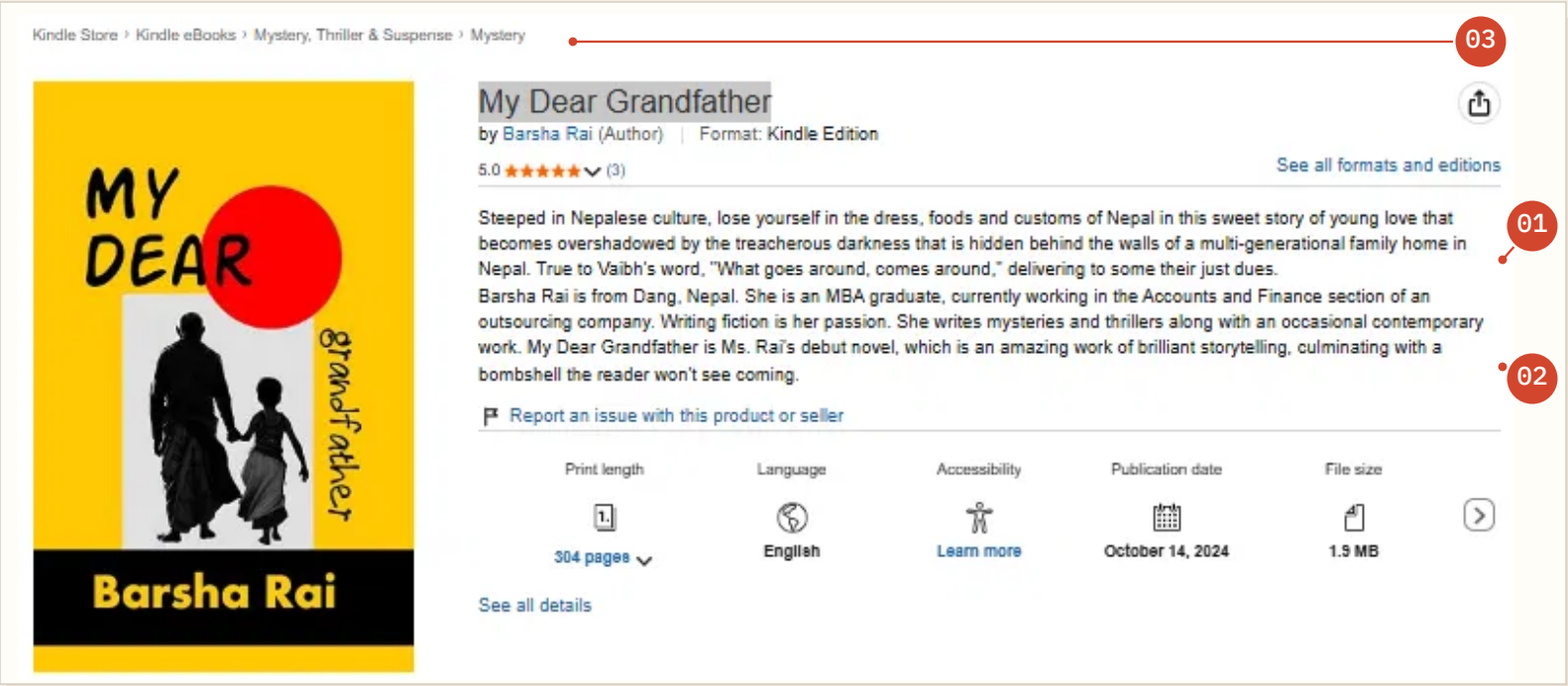
What came in

A novel set in Nepal. The original Kindle page blended story and author biography in a dense block.

What I did

Description work, keyword and category research, plus a practical handoff for both editions.

BEFORE / ORIGINAL KINDLE SCREENSHOT



- 01 Clarify the story
Give the family conflict and mystery a clear place in the copy.
- 02 Separate the biography
Keep the description focused on what happens in the novel.
- 03 Review the shelves
The visible breadcrumb was one starting point for category research.

Bring the *plot* into focus.

BEFORE / KINDLE

Steeped in Nepalese culture, lose yourself in the dress, foods and customs of Nepal in this sweet story of young love that becomes overshadowed by the treacherous darkness that is hidden behind the walls of a multi-generational family home in Nepal. True to Vaibh's word, "What goes around, comes around," delivering to some their just dues.

Barsha Rai is from Dang, Nepal. She is an MBA graduate, currently working in the Accounts and Finance section of an outsourcing company. Writing fiction is her passion. She writes mysteries and thrillers along with an occasional contemporary work. My Dear Grandfather is Ms. Rai's debut novel, which is an amazing work of brilliant storytelling, culminating with a bombshell the reader won't see coming.

Story + author biography

The original description moves from the story into the author's background without a clear break.

01 Keep the story central
Biography no longer interrupts the final plot copy.

Source: Reader Views review text included in the supplied final listing. Excerpts retain the original wording.

FINAL / SUPPLIED PAPERBACK COPY

RE-TYPESET EXCERPTS / NOT A SCREENSHOT

Lose yourself in this sweet story of young love that becomes overshadowed by the treacherous darkness that is hidden behind the walls of a family home in Nepal. Hostile relations, rivalry, and numerous squabbles adds to the tension as Rickesh struggles to understand his parents' and uncle's cruelty and callousness toward his ailing grandfather who lives with them, and with whom Rick shares a unique bond.

...

There is a murder and a missing family member complicating the murder investigation.

02 Keep the emotional bond
Rick and his grandfather remain at the heart of the description.

03 Name the mystery
Murder and disappearance give the reader clearer story expectations.

Match the language to the *plot*.

Seven phrases documented in the supplied research report.

SOURCE PROOF / OPTIMIZATION REPORT, PAGES 2-3

Final Seven Backend Keywords

#	Keyword Phrase	Why It Was Selected
1	family secrets thriller	Combines the book's two core elements: hidden family secrets and thriller/mystery tension.
2	family murder mystery	Captures the grandfather's death, suspected foul play, and the family-centered investigation.
3	family secrets mystery	Provides a different search-intent angle: family secrets plus mystery structure.
4	family mystery book	A broader reader-intent phrase for someone looking specifically for a family-centered mystery.
5	missing person mystery book	A family member disappears during the investigation — this captures that genuine plot element.
6	family thriller books	A genre-discovery phrase for readers browsing family-centered thriller fiction.
7	family secrets book	The broadest keyword in the set — captures readers searching around the book's central theme.

- 01

The central theme

Family secrets form the thread across the phrase set.
- 02

The investigation

Murder and mystery connect the phrases to the plot.
- 03

A specific story event

A missing family member provides another relevant search angle.

Research recommendations only. Saved backend fields were not supplied. The report does not claim measured search volumes.

Record the final *shelf choices*.

The supplied paperback listing shows these three category placements.

FINAL PAPERBACK / VISIBLE CATEGORY NAMES

01

Aging Parents (Books)

FAMILY RELATIONSHIP ANGLE

The copy centres on Rick’s bond with his grandfather.

02

Traditional Detective Mysteries (Books)

INVESTIGATION ANGLE

The supplied description names murder and a missing family member.

03

Family Saga Fiction

GENERATIONAL ANGLE

The story presents conflict within an extended family.

Paperback placements supplied. Final Kindle paths and dashboard selections were not provided.

EARLIER REPORT / RECOMMENDATION

Category Strategy

The three placements work together to cover different reader entry points:

- Amateur Sleuth — captures the investigative role played by Rick and Vaibhavi.
- Domestic — captures the family-centered nature of the conflict and the fact that the mystery develops entirely within the domestic environment.
- Murder — captures the crime investigation at the center of the plot.

04

04

Final choices differ

The report proposed Amateur Sleuth, Domestic and Murder. This case study records the final paperback categories supplied.

The handoff, and what we can see.

AMAZON US / KINDLE + PAPERBACK

✓ **Listing audit**

PDF / 3 pages

Assessment of the starting page and its priorities.

✓ **Optimization report**

PDF / 5 pages

Description draft, keyword research and category options.

✓ **Action plan**

DOCX

Priority order, assets to keep and future work.

AFTER / SUPPLIED PAPERBACK RECORD

#2,936,816 in Books

#3,514	Aging Parents
#16,588	Traditional Detective Mysteries
#18,156	Family Saga Fiction

Snapshot date not supplied.

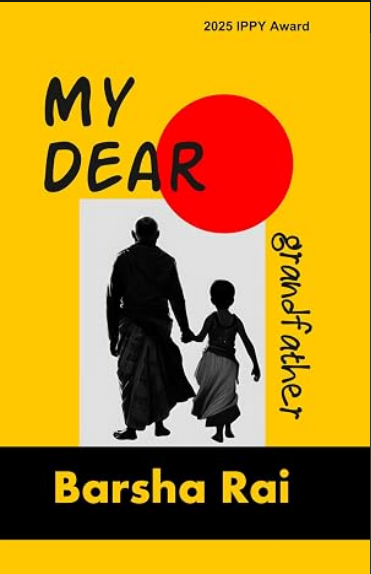
What the evidence supports

The audit reported no visible BSR. The supplied later paperback record shows an overall rank and three category ranks. The before image is Kindle, so this is not a matched ranking comparison or proof of a sales increase.

Send me your book listing.

Let's make the story clear.

I help authors and publishers shape clear book descriptions and thoughtful metadata.



FOR A QUOTE, SEND:

01 / BOOK

Title + current copy

02 / STORY

Genre + short synopsis

03 / EDITIONS

Kindle, print or both

04 / TIMING

Launch date + main goal

Message me to discuss your listing.

ABDULQUDUS TELLA