

Twitter Thread by Alex Garcia ■



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Curious about how a company with a \$1.6+ trillion market-cap writes persuasive copy?

Use these 7 tips to write like an Amazonian ■

Source: Write Like an Amazonian

July 23

Published: November 2018

Tips for Amazon Writers

- Use less than 30 words per sentence

Due to the fact that → because

Totally lacked the ability to → could not

- Replace adjectives with data

We made the performance much faster →

We reduced server side tp90 latency
from 10 ms to 1 ms

- Eliminate weasel words

nearly all customers → 87% of Prime members

significantly better → +25 basis points (bps)

- Does your writing pass the "So what" test?

- If you get a question, reply with one of the four Amazon answers:

1. yes.

2. no.

3. A number.

4. I don't know (and will follow up when I do).

Keep your sentences Muggsy Bogues short.

Your sentences should focus on one idea.

This makes the communication smoother.

Short sentences help break down the info into bite-size pieces.

Digestible info = Retained info

2. Replace Adjectives With Data

In 1880, Mark Twain wrote, “When you catch an adjective, kill it. No, I don’t mean utterly, but kill most of them—then the rest will be valuable.”

In Amazon’s case, don’t kill them -- replace them with data.

Source: Write Like an Amazonian

March 5

Published: 2018

Amazon Writing Style Tip #2

Be objective: avoid adjectives and adverbs

- Adjectives are imprecise and don't contribute to making a decision
- Most Amazonians react negatively to buzz words and qualifications without data

Subjective Better → Objective

• Sales increased significantly in Q4, due to use of holiday promotions.

• We made the application much faster.

• This will make the endeavor extremely successful.

• Unit sales increased by 40% in Q4 2011, compared to Q4 2010, because of holiday promotions.

• We reduced server side trailing 90-day latency from 10ms to 1ms.

• This will increase output by 2.5%.

For ex:

A ton of Amazon Prime Members - > 98% of Amazon Prime Members

Common adjectives are vague. They don't help consumers visualize the context.

Data does.

3. Eliminate Weasel Words

Weasel words take away from the story.

They're vague. Boring.

If you're going to use adjectives -- use descriptive adjectives.

NOT interpretive adjectives.

For ex:

Interpretive - We went on a long boat ride.

Descriptive - We went on a 5-hour boat ride.

The first sentence makes the reader guess how "long" the boat ride was.

The second sentence tells them how long.

No need to guess.

4. The "So What" Test

Re-read your writing and ask "so what?"

Can the reader understand the sentence, paragraph, or page?

Does it make sense?

Does it provide value?

Are they learning?

The "So What" test helps you understand their perspective.

Readers don't want to guess -- they want to know.

5. Be Objective

Subjective writing lacks facts and data.

They're supported by points of view and observations.

Ex: I think Amazon members are happy with 2-day shipping.

This is a point of view. There is zero proof.

Objective writing on the other hand can be confirmed through data and facts.

Ex: We increased customer satisfaction by 95% with the addition of free 2-day shipping.

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6. Avoid Jargon and Acronyms

Use an acronym or jargon a new customer doesn't understand and you'll lose them.

Your attempt to sound smart went right over their head.

A consumer who doesn't understand will move on.

For example:

Amazon's "CAC" was reduced by 5% in Q2.

Amazon reduced their "customer acquisitions costs" by 5% in Q2.

Source: Write Like an Amazonian

March 6

Published: 2018

Amazon Writing Style Tip # 3

- Avoid jargon and acronyms as they exclude non-experts and newcomers
- Always explain technical terms, acronyms, and abbreviations the first time they appear

Example: "After we sign the
Non-Disclosure Agreement (NDA)..."

- Weasel words are vague and create the impression of meaning. Don't use them!

"would help the solution"

"might bring clarity"

"should result in benefits"

"significantly better"

"arguably the best"

7. Use Subject-Verb-Object Sentences

Use this sentence structure to be clear.

- Who/what are you writing about.

- What did they do.

- What was acted on.

For ex:

An Amazon Prime Member wrote a 5-star review.

Subject: Amazon Prime Member

Verb: Wrote

Object: Review

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Amazon Writing Style Tip

Use time efficiently: make sentences
clear and concise

- Use subject-verb-object sentences with "doers" and "action"
- Avoid long sentences (30+ words)
- Avoid "clutter" words + phrases

Bad Example

Better

with the possible exception of → except

due to the fact that → because

totally lacked the ability to → could not

until such time as → until

for the purpose of → for

I'm writing a marketing thread like this for the next 32 days, straight. Follow [@alexgarcia_atx](#) to make sure they show up on your feed.

I can email it to you every day also ■■

<https://t.co/mfNiY6FxOD>

TL;DR

1. 30 Words or less per sentence
2. Replace Adjectives with data
3. No Weasel Words
4. Use the "So What" test
5. Be Objective
6. Avoid jargon and acronyms
7. Use Subject-Verb-Object Sentences