Twitter Thread by Tanmay Singh Chauhan■■

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Amazon, the world's largest retailer, is worth $1.3 trillion

Bezos trains his writers using the famous 6-page memo

So I spent hours studying them to know why they work

Here are 5 writing principles worth your time :

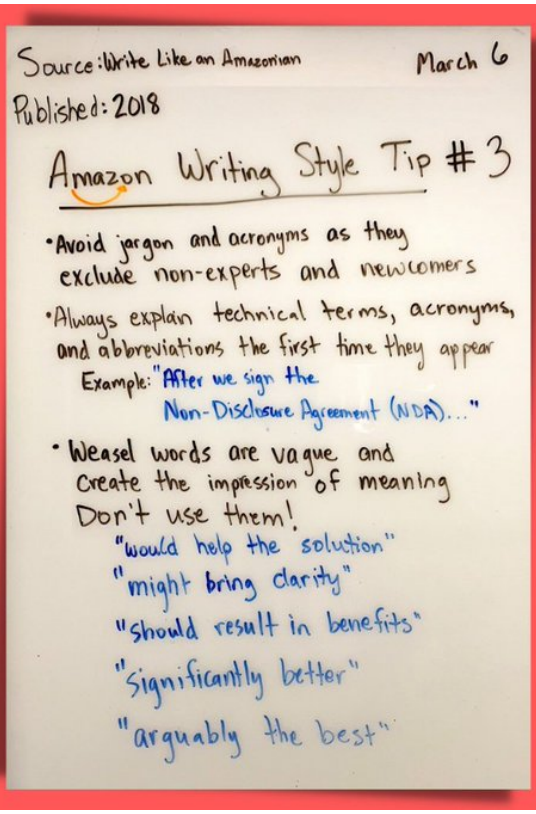
1. Avoid jargon, acronyms, and buzzwords

Know your audience before using Acronym

• Explain technical terms first time they appear

• Don't try to sound clever, be clear instead

• Say what you mean, in plain language, and let the reader decide whether it was "groundbreaking"

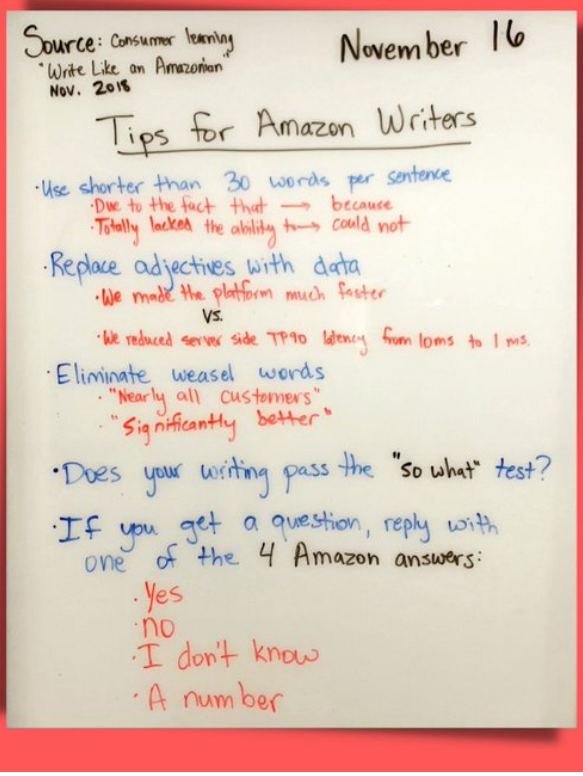


2. Use fewer than 30 words per sentence

• Focus on one idea per sentence

• Strip out qualifiers like "I think," "I feel," "should we consider"

• Eliminate anything that reads like "style." Don't use your writing to extend your personal brand



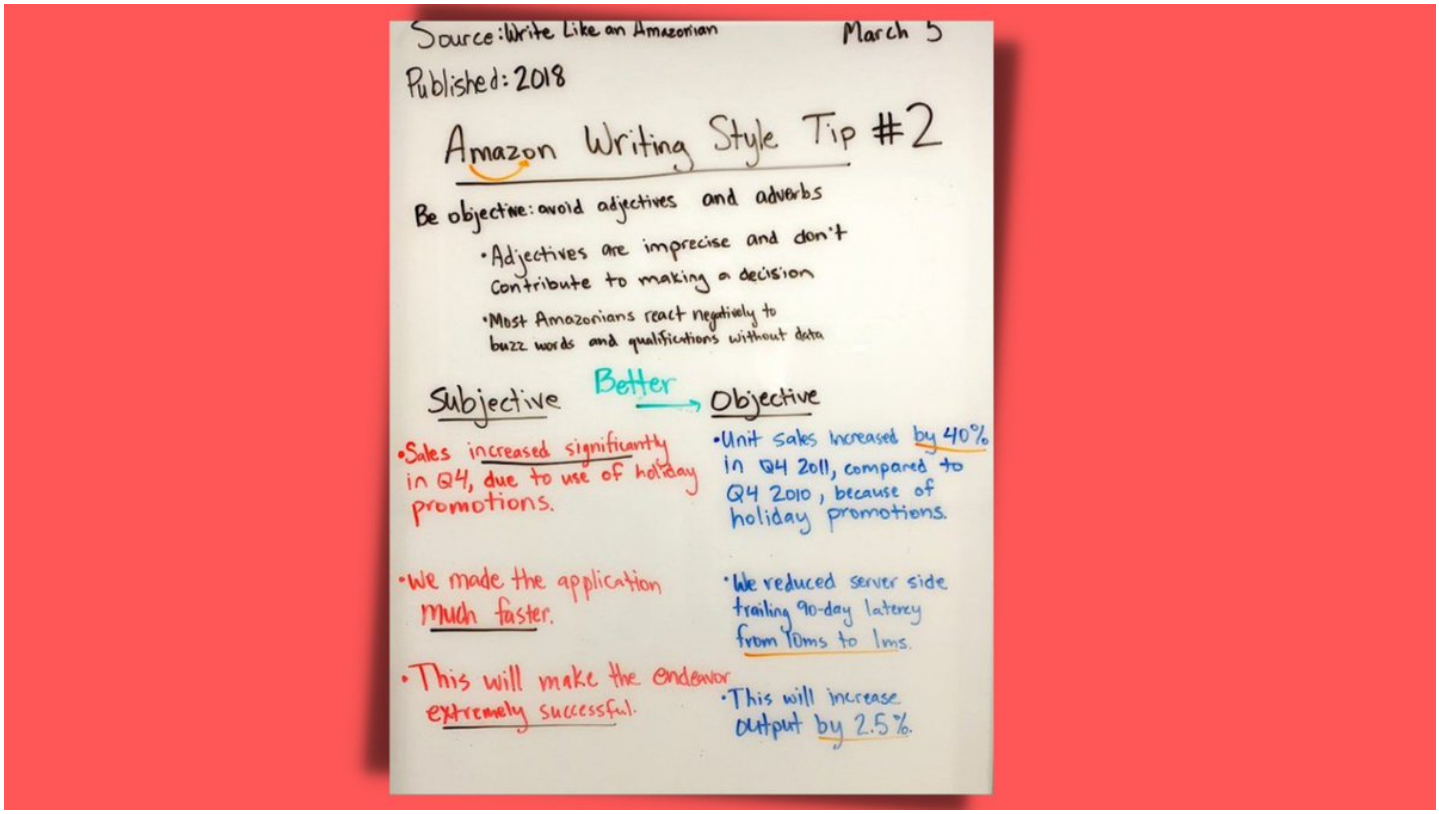
3. Replace adjectives with data

Don't force readers to interpret your meaning

• People don't like buzzwords

• Adjectives are vague and don't add to making decisions

• "Profit increased drastically last quarter" -> " Profit increased by 40% as compared to Q3"



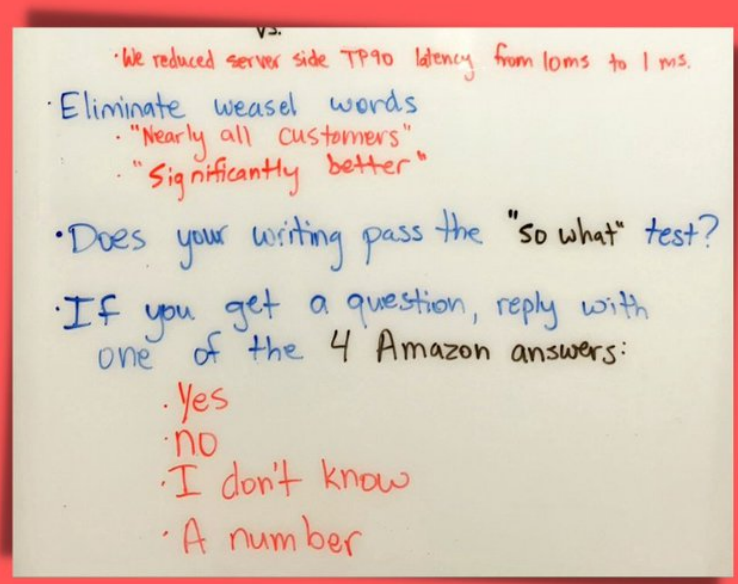
4. Use subject-verb-object sentences

When in doubt, keep things simple:

• Subject: Who or what you're writing about

• Verb: What they did or will do

• Object: Who or what is acted upon



5. Use the "So what?" test

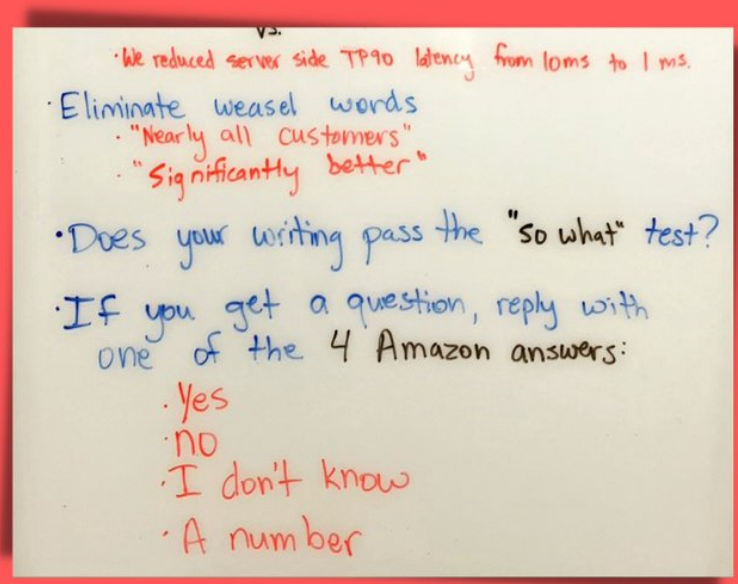
Tell readers instantly what you want them to do

• How will it save them money?

• How will this save them time?

• How will it save them from having to do work?

What they want to know is who, how long, and what changes may result.



TL: DR

5 Tips to write like an Amazonian

1. Use the "So what?" test

2. Replace adjectives with data

3. Use subject-verb-object sentences

4. Use fewer than 30 words per sentence

5. Avoid jargon, acronyms, and buzzwords

2 quick favour

1. Follow me daily copywriting nuggets @TanmayS_Chauhan

2. Retweet the below thread https://t.co/toVor0VfyK

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>
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— Tanmay Singh Chauhan\U0001f58a\ufe0f (@TanmayS_Chauhan) August 25, 2022