

## Twitter Thread by Tanmay Singh Chauhan■■■



**Tanmay Singh Chauhan■■■**  
[@TanmayS\\_Chauhan](#)



**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"

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"

## 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

Source: Consumer Learning  
Write Like an Amazonian  
Nov. 2018

November 16

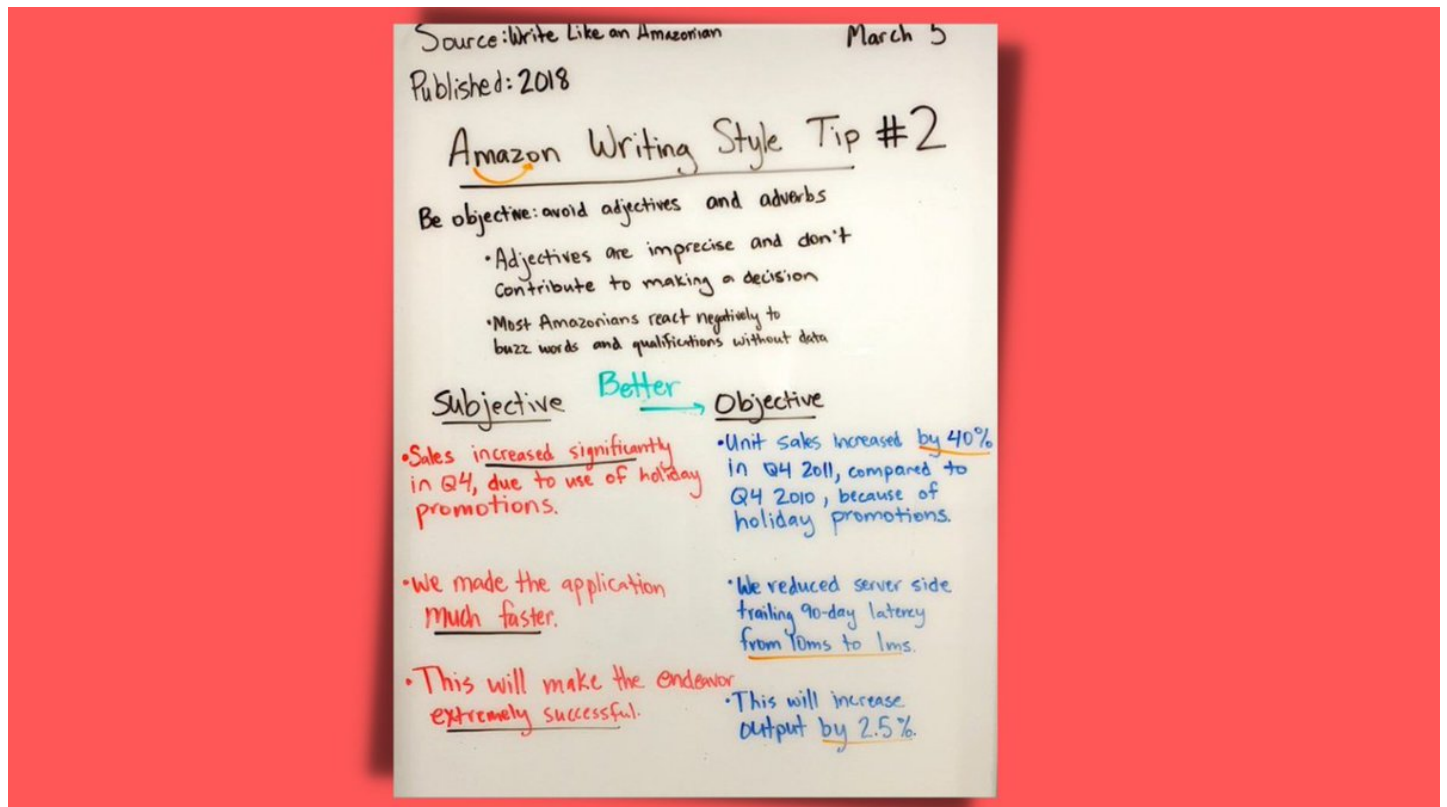
### Tips for Amazon Writers

- Use shorter 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 platform much faster
  - vs.
  - We reduced server side TTP90 latency from 10ms to 1 ms.
- Eliminate weasel words
  - "Nearly all customers"
  - "Significantly better"
- Does your writing pass the "so what" test?
- If you get a question, reply with one of the 4 Amazon answers:
  - Yes
  - No
  - I don't know
  - A number

### 3. Replace adjectives with data

Don't force readers to interpret your meaning

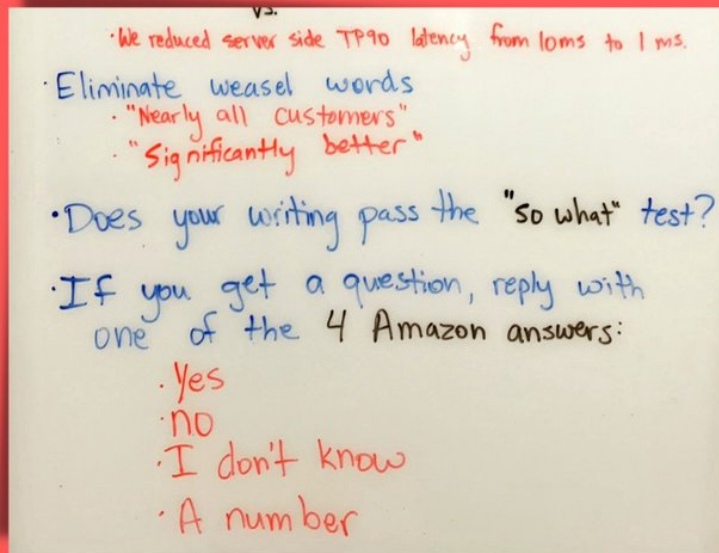
- People don't like buzzwords
- Adjectives are vague and don't add to making decisions
- "Profit increased drastically last quarter" -> "Profit increased by 40% as compared to Q3"



### 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

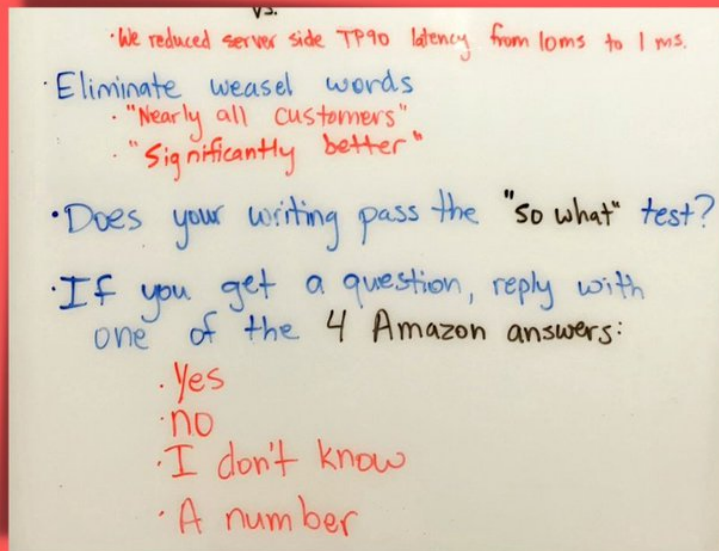


##### 5. Use the "So what?" test

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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