

Twitter Thread by [Alex Garcia](#) ■



Alex Garcia ■

[@alexgarcia_atx](#)



Good copywriting is a superpower.

Amazon, the second most valuable brand in the world, puts an emphasis on teaching its employees how to write.

They know good copy equates to more customers.

These are the 8 tips to write like an Amazonian ■

1. Keep Your Sentences Under 30 Words.

I'd keep them under 15 words.

They should be Kevin Hart short.

And only focus on one idea.

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

This makes the communication smoother.

Digestible info = Retained info

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).

2. Replace Adjectives With Data

In 1880, Mark Twain said, "When you catch an adjective, kill it."

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

Why?

Because numbers are eye candy.

It organizes info into a logical order.

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%.

3. Eliminate Weasel Words

Weasel words kill sentences.

They're vague. Boring.

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

NOT interpretive adjectives.

Ex:

Interpretive - We went on a long boat ride.

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

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?

This helps give you an understanding from the consumer's perspective.

5. . Be Objective

Subjective writing lacks facts and data.

They're supported by points of view and observations.

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

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

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%.

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 wasn't smart.

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

Right: 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

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.

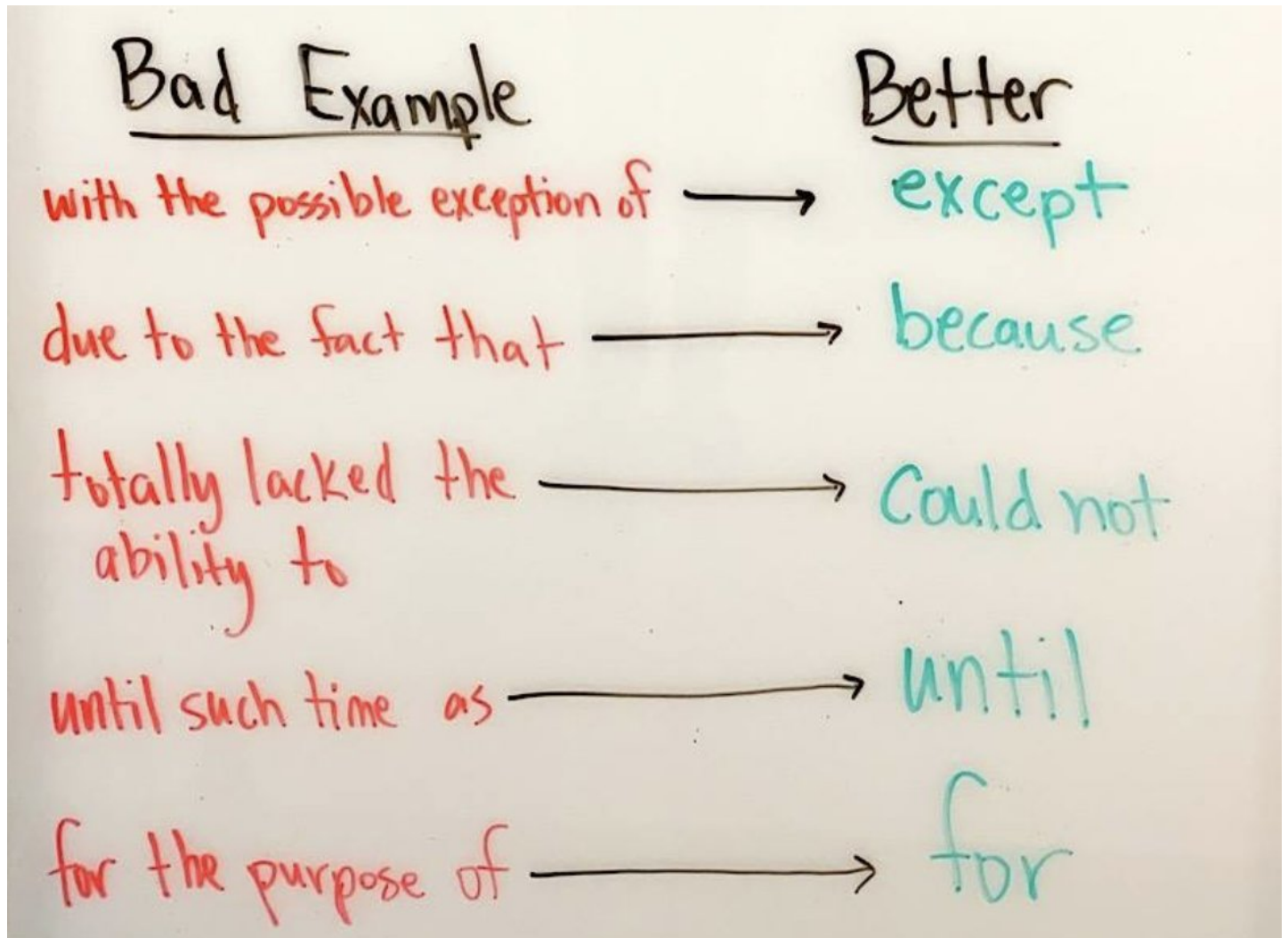
• Unit sales increased by 40% in Q4 2011, compared to Q4 2010, because of holiday promotions.

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

• This will increase output by 2.5%.

Cut the overused phrases and obsess with clarity.

Concise words = concise decisions.



Follow me [@alexgarcia_atx](https://www.instagram.com/alexgarcia_atx) if you want to optimize your marketing efforts.

Expect more:

- copywriting tips
- growth marketing optimization
- marketing automation
- ad development

Or you can join my 9000+ subscribers who receive my exclusive newsletter every Tuesday and Thursday ■

<https://t.co/F73AJkf8f8>



TL;DR

1. Short sentences (30 words or less. Even try for 15)
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