Twitter Thread by Alex Garcia ■



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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

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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

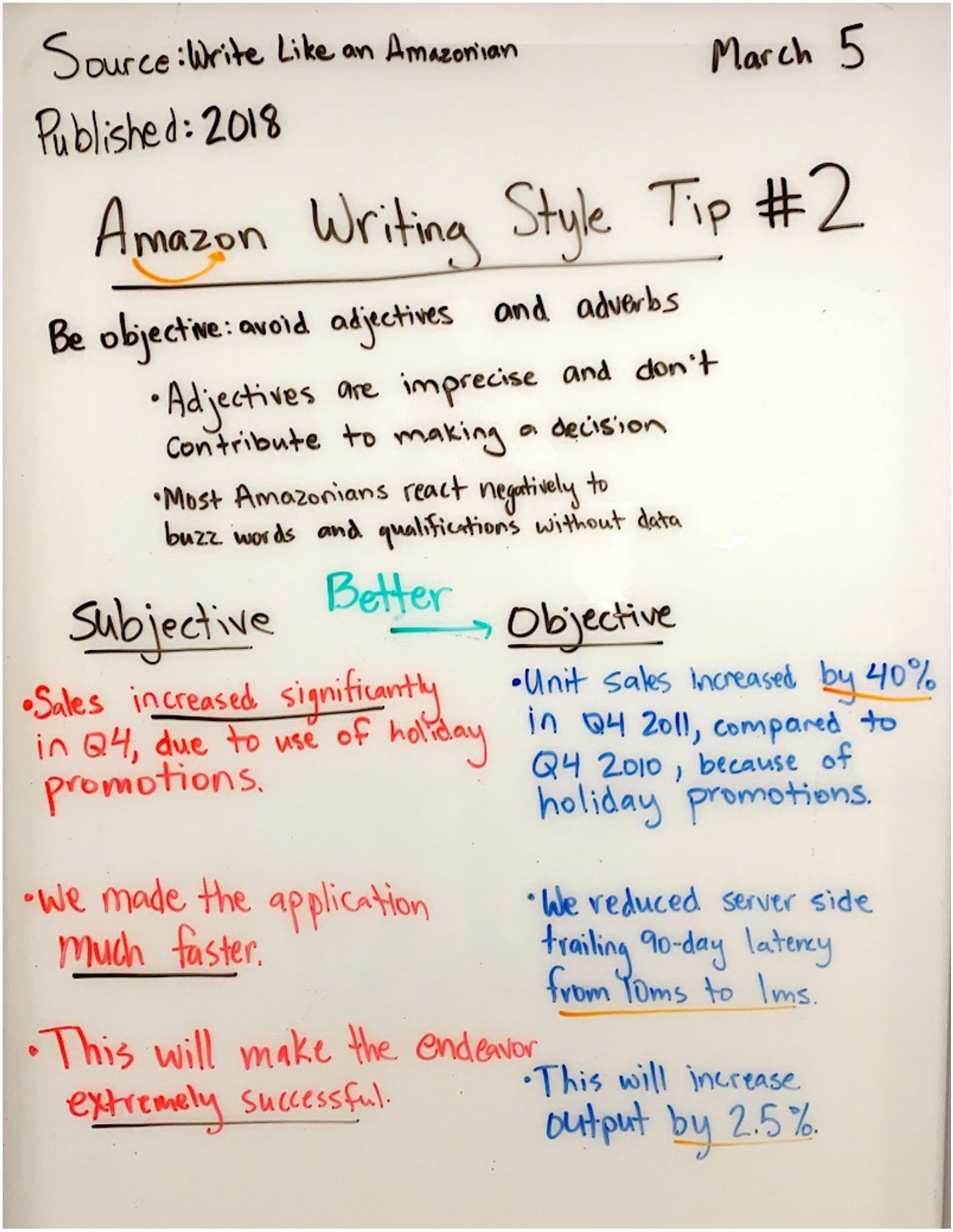
In 1880, Mark Twain said, “When you catch an adjective, kill it."

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.



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.

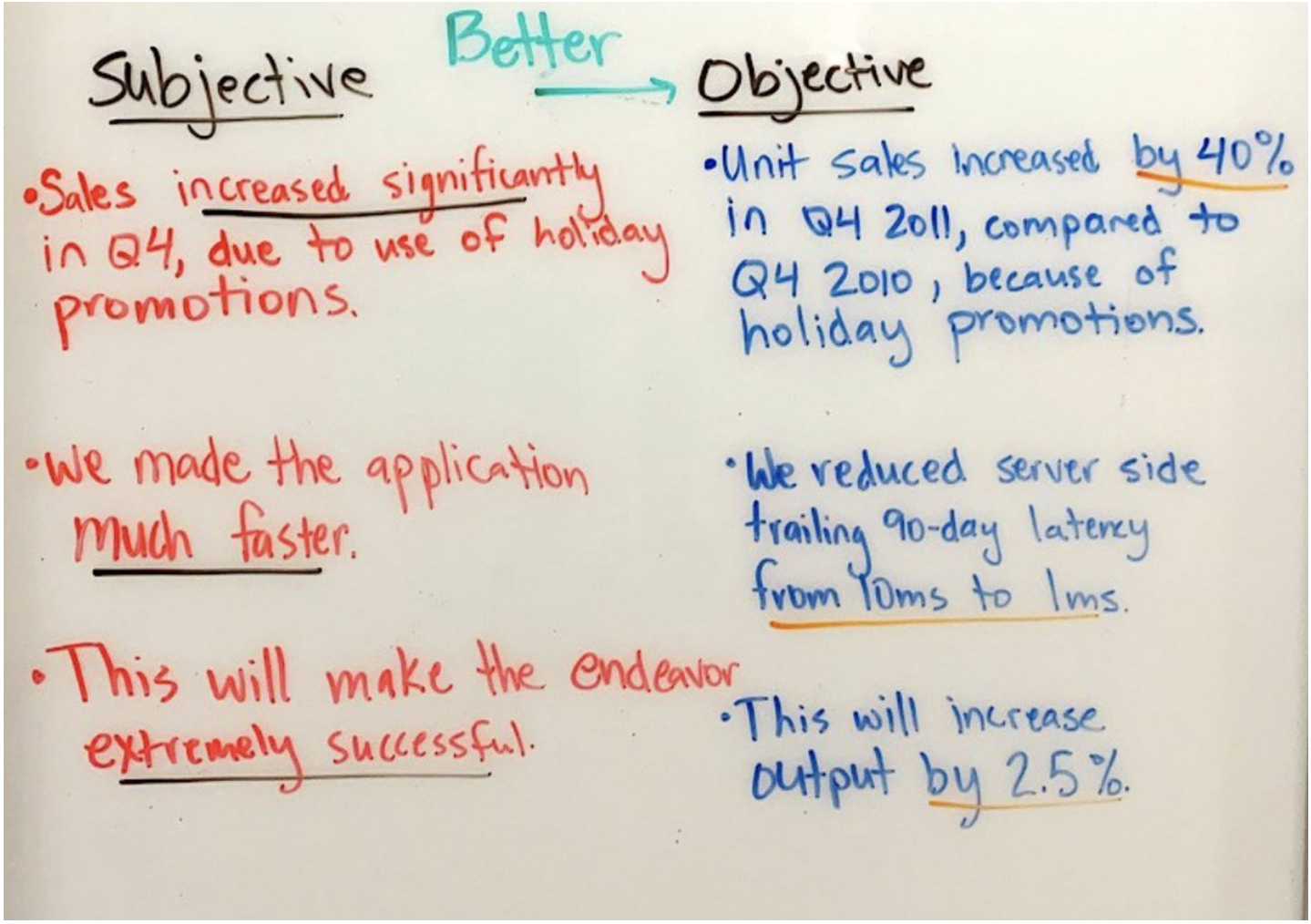
5. . Be Objective

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.



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.

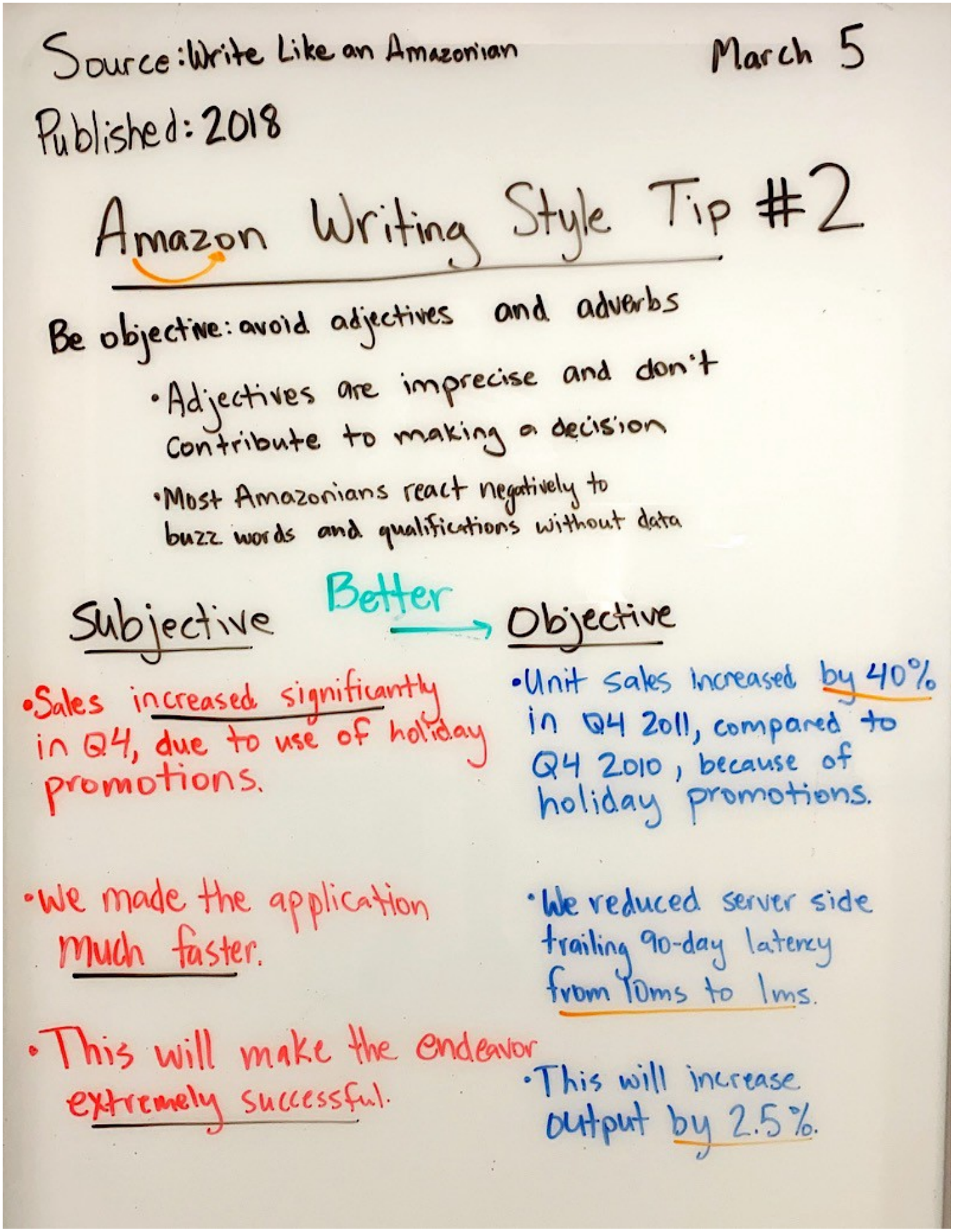
For ex:

An Amazon Prime Member wrote a 5-star review.

Subject: Amazon Prime Member

Verb: Wrote

Object: Review

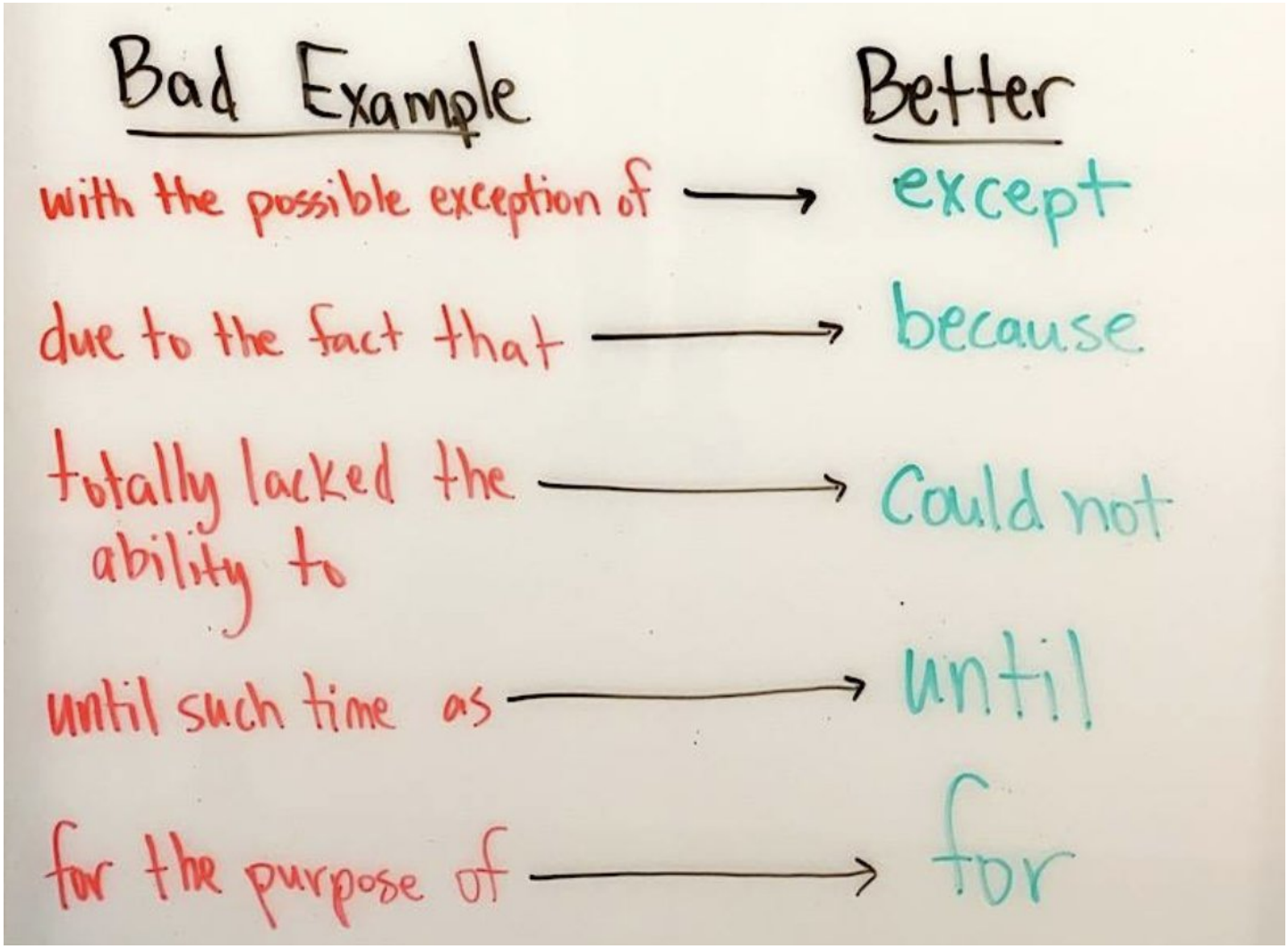


8. Avoid "Clutter" Words and Phrases

Respect a consumer's time.

Cut the overused phrases and obsess with clarity.

Concise words = concise decisions.



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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