

Content Marketing

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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 p90 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 will be (and will follow up when

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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

with the possible exception of

→

Better

except

due to the fact that

→

because

totally lacked the
ability to

→

could not

until such time as

→

until

for the purpose of

→

for

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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

- | | |
|--|---|
| <ul style="list-style-type: none">• Sales <u>increased significantly</u> in Q4, due to use of holiday promotions.• We made the application <u>much faster</u>.• This will make the endeavor <u>extremely successful</u>. | <ul style="list-style-type: none">• Unit sales increased <u>by</u> 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 <u>by 2.5%</u>. |
|--|---|

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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"

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