



LinkedIn Blog Post – Selling Bad News

NB: This was posted on my [LinkedIn](#) account.

How do you sell bad news?

The cost-of-living crisis is everywhere, and prices are going up. As someone fascinated by copywriting (especially when used in marketing), I've been intrigued to see how companies have passed on their price-rising messages to consumers.

Today, I received this email from Amazon Prime. I love the company, their services, and the original content they produce. However, I was stunned to see a price hike from £79 to £95. Someone better at maths can figure out the % rise here, but my first reaction was: CANCEL! I didn't even read the next paragraph.

Important change to your Prime membership



Dear Prime Member,

Thank you for being a valued member of Amazon Prime. We are writing to you about an upcoming change to your membership.

As of 15 September 2022, the price of the monthly Prime membership will increase from £7.99 to £8.99, and the price of the annual Prime membership will increase from £79 to £95. The new price will apply to renewals starting 15 September 2022. You can view your next renewal date, manage, or cancel your membership by visiting [your account](#).

We continue to focus on making Prime even more valuable for members. This is the first time we have changed the price of Prime in the UK since 2014. During this time, we have significantly increased the number of products available with unlimited, fast Prime delivery; added and expanded ultra-fast fresh grocery delivery; and added more high-quality digital entertainment, including TV, movies, music, games, and books. Prime Video in particular has increased the number of TV series and movies on offer, including Amazon Originals, as well as live sports coverage, such as the Premier League and Autumn Nations Series.

Sincerely,

Your Amazon Prime Team

Yet as someone on Twitter pointed out, this is only £1.30 extra a month. So why did they communicate it this way? Why highlight the huge rise when "just £1.30 a month extra" sounds far more tolerable?

Moreover, why is the pitch for what you get for your money just a block of text? This paragraph is the opportunity to convince me to stay and wow me with their range of services and content, but here it's just a series of bland sentences. No images, no special offers, no HYPE.

I'm interested to know what others think of this. Why do you think Amazon 'sold' me this price hike in such a way? Is there a good reason they kept the email text only? Most importantly of all, how can companies sell bad news better?

The good news for Amazon is that I'm staying!

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