

BOOST SALES WITH AMAZON PREORDER

This strategy works best for established authors with a following, a decent mailing list, or solid social presence. If you're a new author save this for your next book!

CHOOSE YOUR TIMING

Amazon gives you up to 90 days but generally a month is plenty. Remember, you're not just committing to a release date (Amazon won't let you edit it once chosen), you're committing to a full time promotional schedule as well, because if you're not promoting the pre-order, why have one?



START PROMOTING

Buzz your website followers, your mailing list, and your social accounts at least twice a week. Create some branded images like email headers and Facebook banners to make an even bigger impact. Canva is an easy to use free site for custom image creation.

GETTING REVIEWS

You can't post a pre-order review on Amazon, but you can on Goodreads. So be sure your Goodreads page is set up if you plan to send out advance copies, and let people know you'd appreciate a review there. Amazon owns Goodreads now so don't write off the sales potential there! And once your book releases, reach out to your network again reminding them of the importance of reviews.



PRICING YOUR PRE-ORDER

Keep pre-order pricing low. Keep in mind pre-orders are often impulse buys - you have their attention in the moment - don't lose it. You can always raise it after the release. My favorite strategy is to slowly raise the price over the course of a few weeks.

KEY POINTS TO REMEMBER

You must be a KDP Author to set up a pre-order. Amazon will need to approve a manuscript. The final manuscript must be uploaded 10 days prior to the release date. Plan to have a placeholder cover, at minimum. Be sure your book's page and your Author Central account is fully optimized to help push sales. Read our blog for tips on optimizing your sales page!

