



## Do I Want Preorders?

### A Decision Checklist for Authors

#### What Is a Preorder—and Why Timing Matters

A preorder allows readers to purchase your book before its official release date. Many retailers count preorders as first-day sales, which can help your book launch with stronger visibility and momentum.

**Important:** Preorders must be selected early in production. Once timelines move forward, this option may no longer be available.

Preorders work best when paired with *even light promotion*. You do not need a large audience or complex marketing plan to benefit.

#### When Preorders Make Sense

Preorders are especially helpful if you:

- Want to build early excitement for your book
- Have any kind of existing audience (newsletter, social media, community)
- Plan to promote your book gradually before launch
- Like the idea of rewarding early supporters

Preorders are optional — they are a tool, not a requirement.

Preorders work best when they fit *your* goals, energy level, and comfort zone. Even small efforts can make a meaningful difference when planned early.

If you're unsure, the checklist below can help you decide.

## Step 1: Readiness

Check all that apply:

- My manuscript will be ready on schedule
- I'm comfortable committing to a release date
- I understand preorders must be chosen early

If most are unchecked, preorders may feel stressful rather than helpful.

## Step 2: Audience & Reach

- I have a mailing list, social media presence, or community
- I'm willing to mention my book before launch
- I'm open to reminding readers more than once

You don't need a large audience — just *some* way to reach readers.

## Step 3: Promotion Comfort Level

I would be comfortable doing **at least one** of the following:

- Sharing a preorder announcement
- Posting a cover reveal or sneak peek
- Sharing quotes or themes from my book
- Thanking readers who preorder'
- Offering a simple preorder bonus

If none feel doable, preorders may not be the right fit right now.

## Step 4: Goals Check

My main goal is to (check all that apply):

- Build early excitement
- Support launch-day momentum
- Reward early supporters
- Feel more prepared at launch

If these align with you, preorders can support those goals.

## Final Decision

- Yes, preorders make sense for me**  
I'll choose a few simple strategies and keep it manageable.
- Not this time**  
That's okay — preorders are optional, and many books succeed without them.
- I'm unsure and want guidance**  
I'll reach out to my publishing team with questions.