



How-To For Authors

How To Set Up a Pre-Order: Apple iBooks

iBooks now allows publishers, including self-publishers, the ability to upload pre-orders up to a year before a book's release date without needing any finished assets (ie. cover or book file).

All that's required is basic metadata: title, author, book description — and even these don't need to be set in stone — you may change them prior to the release, as well as the release date itself.

This presents a huge opportunity to build sales and buzz around a book, especially for authors with a fan base and writing books in series, because iBooks factors all pre-orders into first-day sales. So books will often hit the bestseller charts based on orders that have been accumulating for months.

Additionally, you can add excerpts or chapters to your books in advance of the release date. Readers love to have access to early samples and will often share them with their friends and fans, helping you to grow your audience even more before your book releases.

Setting Up Pre-Orders with Metadata Only

To offer your book for pre-order on iBooks without assets:

- Open iTunes Producer
- Enter the book's metadata in the Details pane
- Click on the Price pane
- Enter a Pre-Order Start Date, a Sales Start Date (Release Date), and the rights and pricing details
- Select Save from the File menu
- Click Submit

IMPORTANT: Do **not** add any dummy or incomplete book files or covers to iTunes Producer during this process. Doing so will cause your book to be ticketed and to not go live on iBooks as a pre-order.

Once your files are ready:

- Search for your pre-order in iTunes Producer by typing the title or Apple ID in the "Search iTunes Connect" field
- Drag and drop the cover or screenshots in the Details pane
- Drag and drop the book file(s) in the Files pane
- Click Submit

Files must be submitted at least 10 business days prior to the scheduled release date to ensure they pass review and are available to customers on the expected date. If the final files are not submitted in time and the release date passes, your book will fall off iBooks. This may also prevent you from setting up pre-orders without files in the future.

If you need help during this process or have questions, you can contact our support team at [\(877\) 206-2092](tel:877-206-2092) Mondays through Fridays, 7 a.m. to 5 p.m. Pacific Time. Or, click Contact Us under Resources and Help in iTunes Connect to send us an email.

This is an Alliance of Independent Authors How-To Guide.

***For more information on ALLi see:
<http://allianceindependentauthors.org>***