

Take pre-orders

Let customers order something that's out of stock or not out yet, then see and fulfill those pre-orders once it arrives.

Add-on [Online store](#)

Pre-orders let customers order something you've run out of, or something that hasn't launched yet. They pay now and get it when it's back.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Before you start

Pre-orders work with stock tracking. A product only goes to pre-order when its count is at zero. See [Track your stock](#).

Turn on pre-orders for a product

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Manage Store**.
3. Click **Catalog**, then **Products**.
4. Next to the product, click **Edit Product**.
5. To do this for a single size or color, click **Options**, then the **Variations** tab.
6. In the **Stock Control** section on the right, click **Manage**.
7. Set **Quantity in Stock**. Type 0 for something that isn't available yet.
8. In the **When out of stock** menu, choose **Show and allow pre-order**.
9. Click **Save** at the top of the page.

What customers see

- A **Pre-order** label appears on the product once its stock reaches 0.
- For a size or color that's out, the button on the product page becomes a **Pre-Order** button.
- At checkout, a reminder says the item is a pre-order and will ship, or be ready to collect, when it returns to stock.
- A cart can hold a pre-order next to items that are ready now. Customers then see a note saying the whole order goes out in one go when the late items arrive. Anyone who wants the ready items sooner can order them separately.

Payment, shipping and pickup choices for a pre-order are the same ones customers get for in-stock items.

When your stock arrives

1. Update the quantity on the product. Customers can then buy it as normal.
2. Open your orders. Pre-orders have a **Pre-ordered** label. Open an order that has several products to see which of its items are pre-ordered.
3. When you're ready, change the order status to **Ready For Pickup** or **Shipped**.

To send customers an automatic message at that point, check that the **Order shipped** and **Order is ready for pickup** notifications are on under **Settings**, then **Notifications**. You can also email or call them yourself.

The **Pre-ordered** label stays on after you restock. Add an order note to the ones you've dealt with.

See all pre-orders for one product

1. Open the product with **Edit Product**.
2. In **Stock Control**, click **Manage**, then **View pre-orders**.

The list covers pre-orders since the last time you restocked. The link only appears when the main product has pre-orders. For a single size or color, go to **Options**, then **Variations**, and look in the **Stock** column.

Tips

- Tell customers an expected date in the description.
- Want pre-orders to be the default for every new product, or to switch many products at once? Ask us, or see [Edit many products at once](#).

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store and want us to turn on pre-orders? Email your business name and the products, and we'll take care of it. We reply within one business day.

Related guides: [Track your stock](#) · [Find and manage your orders](#) · [Fulfill an order and add tracking](#) · [Edit many products at once](#)

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