**How Look Inside the Book works**

Once you publish your book, it takes a few days for the Look Inside feature to display on Amazon. If you make updates to your book, it also takes a few days for the updates to appear in Look Inside.

Timelines and amount vary by type of book:

**Timelines:**

* Paperback: 9 -10 business days
* Ebook: 7-8 business days from the release date

**Amount Shown**

By default, 10% of your book will appear in the Look Inside feature. However, you can choose between the minimum and maximum percentage shown below.

**Note:** If you unpublish and republish your book, the amount shown resets to the default 10%.

|  |  |  |
| --- | --- | --- |
| **Type** | **Minimum** | **Maximum** |
| Fixed layout / Reflowable (eBook) | 5%  | 45%  |
| Print replica (eBook) | 10%  | 40%  |
| Paperbacks | 10%  | 80%  |

Please **note** the following limitations for Look Inside the Book:

* It isn’t possible to select specific pages or chapters to appear in Look Inside.
* The Look Inside feature can’t be adjusted for books in landscape, or right-to-left orientation.
* TPZ, MOP, REF MAG, books created from a print replica, and reflowable books published in Japanese aren’t supported.

**Benefits of Look Inside the Book:**

Look Inside the Book helps sell more of your books in three primary ways:

* [Point-of-Sale Sampling](https://www.amazon.com/gp/feature.html/ref%3Damb_link_1?ie=UTF8&docId=1001119971&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=center-1&pf_rd_r=DZSS1P735CY6S3R40VZ8&pf_rd_r=DZSS1P735CY6S3R40VZ8&pf_rd_t=1401&pf_rd_p=b86f089b-b104-4f0b-b1d5-4392f2839180&pf_rd_p=b86f089b-b104-4f0b-b1d5-4392f2839180&pf_rd_i=1001119971#sampling)
	+ Customers can check printed and Kindle versions
	+ Preview random pages and search for specific references or characters
	+ View books on similar topics
* [1-Click Purchasing](https://www.amazon.com/gp/feature.html/ref%3Damb_link_2?ie=UTF8&docId=1001119971&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=center-1&pf_rd_r=DZSS1P735CY6S3R40VZ8&pf_rd_r=DZSS1P735CY6S3R40VZ8&pf_rd_t=1401&pf_rd_p=b86f089b-b104-4f0b-b1d5-4392f2839180&pf_rd_p=b86f089b-b104-4f0b-b1d5-4392f2839180&pf_rd_i=1001119971#click)
	+ An **Add to Cart** or **Buy with 1-Click** button can be found throughout the customer's previewing experience, eliminating the need to return to the book detail page
* [Improved Search Results](https://www.amazon.com/gp/feature.html/ref%3Damb_link_3?ie=UTF8&docId=1001119971&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=center-1&pf_rd_r=DZSS1P735CY6S3R40VZ8&pf_rd_r=DZSS1P735CY6S3R40VZ8&pf_rd_t=1401&pf_rd_p=b86f089b-b104-4f0b-b1d5-4392f2839180&pf_rd_p=b86f089b-b104-4f0b-b1d5-4392f2839180&pf_rd_i=1001119971#results)
	+ When customers search for books on Amazon.com, we use the actual words that match inside the book to return the best possible selection of books.

**Where Look Inside the Book is available**

Look Inside the book is available for KDP titles on:

|  |  |
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* Amazon.com.au (eBooks)
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**Look Inside the Book vs Kindle Instant Book Preview**

The Kindle Instant Book Preview and the “Look Inside” feature show the same content. However, the way the content renders in Kindle Instant Book Preview varies slightly due to differences in technology.

You can embed Kindle Instant Previews on the web, or share a link via email, text, and other apps. Anyone can start reading the free preview, by clicking on the link.

To generate the code:

1. Visit [Amazon.com](https://www.amazon.com).
2. Search for the book you want to share.
3. On the book's detail page, below the buy box, select a Share option.
4. Click the radio button to either “Get a link” or “Embed on your site”.
5. Copy the URL, or embed the HTML code to share, and paste where you want to share on your site or blog Readers will be able to preview the book in their Web browser.

For more information, check [Kindle Instant Preview](https://www.amazon.com/b?ie=UTF8&node=13489836011).