FREE CHECKLIST

The first 10 minutes after Apple rejects your app

Do these six things before changing the app.

1. **Don't resubmit until you've fixed what Apple named.** Apple says resubmitting with unresolved issues "delays review and results in the same outcome". Fixed only your store details? You can reuse the build (the app file). Resubmitting starts a new review and ends replies to this message.
2. **Open the message in App Store Connect.** In **Apps**, select your app. Click the unresolved issues link at the top, then **Resolve**.
3. **Copy the guideline number and the whole message.** The heading looks like "Guideline 2.1(b) - Performance - App Completeness". Save any device details, screenshot and crash report.
4. **Read the rule.** Find that number in Apple's App Review Guidelines. A rule isn't a cause, and one rule can have several causes.
5. **Find the cause, one change at a time.** Compare the message's "Next Steps" with the rule. Repeat the reviewer's steps on the device Apple named. Is the fix in the app (a new build) or in App Store Connect (a link, screenshot, demo account)?
6. **Reply or resubmit.** Reply (no new build) when Apple asked for information or you fixed your store details or server. Open the message as in step 2, click **Reply to App Review**, type in the **Reply** field, and click **Reply**. Say what was wrong, what changed and where to look. Send a new build only if the app changed.

The full guide, After Rejection, has a fix page for each common rejection: **submitpreflight.com**