Why Poor Presentation Leads to Failure When Selling eProducts.

A lot of people are making money online by selling their eProducts (digital products as opposed to physical products delivered to your door.)

Why is it that many people succeed with their goal, when others are failing miserably?

Is it pure luck or is there a secret these successful people are not telling and keeping for themselves?

I believe enough of the system really works well if you have a serious approach to your online business. I am talking about presentation of your eProducts, whether it is an eBook, CD/DVD, Software or even Membership Credit.

Many sell their eproducts with low-quality eCovers, thinking that presentation is not important. Yet they wonder why they sell nothing.

It is an undeniable fact that people DO judge a book by its cover.
 They almost ALWAYS judge a book – or any product at all – by its cover. And, yes, that includes you.

What, you don't believe me?

Do yourself a favour and try this on your own… Walk into any book store or video store and look around. I can bet my money that nine times out of ten, it is the cover design or packaging that first draws your attention to a particular product.

It is at that moment your first impressions about that product are formed and the sale is made..... or lost!
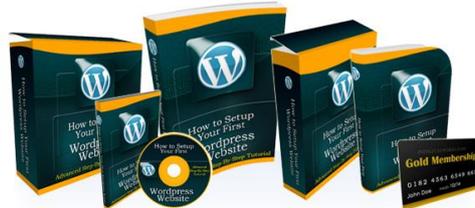
The same is true on the Internet. (Even more so.) Why? Because everything on the Internet is two dimensional; you can't touch, smell or feel the product you're going to buy. Instead, we create something for the people to visualize. People need to see what the product look like.

That's when graphic designers came in. They create beautiful covers for your products.

Therefore, if you want to make a good first impression (very important), to build trust (love at first sight), and create value all at the same time… then you have to show your product in a way that your potential customers can relate to.

eProduct presentation counts

Now tell me, how would YOU like to make professional eCovers for your eProducts in minutes? …

What to Consider When Comparing eCover Software & Programs for Your eProducts

There is some very good software for making 3D eCovers for your eProducts on the market today, but most of them only touch the surface of what you really need. When buying software for making eCovers for your eProducts you must know the points of comparison. There are several governing factors to consider, in this blog we will touch on the 3 most important.

Factor 1. The Learning Curve

The first thing you must ask yourself is how many hours you will need to achieve the high quality eCovers for your eProducts. You will want to find an eCover creator program that is not overkill for what you need and you must be able to use the application comfortably. There are some eCover software programs that have accompanying photo editor; you must also learn how the photo editor works.

There are also some eCover software programs that require you to learn or even purchase another program (Photoshop) to be able to properly use the main application. Some even introduce new graphics format that will require some of your time to study and understand.

If your need is urgent you really need something straight out of the box, with a good user guide or video guide and you really CAN learn to use in minutes. You must buy software that is easy & quick to learn.

Factor 2. Types of eCovers available.

It is as simple as knowing how many eCovers can you make and what type?

There are eCover applications that offer a limited number of eCovers that you can make! You need to be able to generate unlimited eCovers for your eProducts at NO EXTRA COST!

The eCover application you must buy is the one that enables you to make not only eBook covers but also other products, such as CD eCovers, software boxes & Cases, DVD eCovers, Membership/credit cards. This software is good because you may not know the extent your business may reach.

Factor 3. Online or Offline

Some eCover creation software programs are available online or as downloads to install locally on your home/work pc. Briefly I will mention the basic factors of both these options!

Online eCover Creator

You may compromise and loose useful features by using an online service – however there are no system requirements and the software won't go out of date, there is little drain on your resources and in most cases this is cheaper.

Offline eCover Creator

Here you may indeed receive a very feature rich application, however costs will be unavoidably higher, not to mention you may have system requirements your home/work computer may not meet, resulting in further expense.

A further factor to consider is, are future upgrades to the offline version FREE? Or is the creator of the program even going to make updates to keep up with (MAC/Windows XP/Vista/7 changes)? You could buy an offline eCover Creator that won't work when you change/upgrade your PC.

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