



How to Engineer Trojan Emails That Bring You Sales

By now, you already know what Trojan email marketing is.

It is about packaging your emails so that they look unusual and valuable.

But then, how exactly do you lay it out so that they help you bring more sales?

As you have learned in the video training part of day 6, Trojan emails do 4 things:

1. They get people to open them
2. They presell
3. They server as reminders
4. They tackle objections.

And you do these by using stories and valuable content.

Let's talk about how you can engineer these Trojan emails.

There are 5 important parts to creating Trojan email campaigns that win.

1. **The FROM part** – This is part of what determines if someone is going to open your email. If I don't know you, why should I open your email?

The good news is that if you used the 72IG funnel and did a good work with

your sampler/presell content, this won't be an issue for you.

2. The SUBJECT LINE Part - People always want to know - What is in it for me? This is where the subject line comes in. The good thing is that subject lines don't have to be complex.

Just make sure it is targeted at the desires, interests or problems of the recipient.

You can check the subject line swipe files for various examples and templates you can use to create your email subject lines.

3. The Body of the Email - This is the main content of the email. And this is what we will be using the Trojan email presell formula to layout.

4. Call to action - What do you want people to do after reading the email? Do you want them to click through to a sales page or to read an article? State it in the email

5. Make Your Emails easy to Read – This part is important. Nobody will read clumsy emails or emails that are in ALL CAPS.

You can make your emails easy to read by doing the following:

- Use short sentences
- Use a lot of white spaces
- Use simple words
- Use short width (Format your emails like a newspaper column so that it feels easy to read on the eye)
- Limit each paragraphs to 3 lines at most.

Let's look at this simple and well written email below:

[Subject Line]: The No. 1 Step to a SIDE INCOME

[OPENING PART]

Have you ever wondered why some people seem to get ahead fast when they start a business or a side income for extra cash?

That was the same question I was asking myself about 10 years ago.

I was trying a lot of things and no matter how promising the ideas were, I never seemed to get ahead.

In fact, there were instances where I joined others to start pursuing a business and others will get ahead but I never seemed to take off.

At a point, I thought I actually needed special prayers.

[MAIN CONTENT]

But thank God for books written by people like Bishop David Oyedepo, Late Napoleon Hill etc that eventually helped me out.

I see the same thing affecting a lot of people today which is why they keep rolling and trying various things with no progress

If you want to progress with your business or a side income venture that you set up, there is one important first step you have to take

[CALL TO ACTION]

You can read about it here...

<http://7starcourses.com/lbcm-book/>

Have a great weekend

Toyin

In order to put together a Trojan follow up email marketing campaign, the first thing you need to do is to write down all the main reasons that you can think of why the prospect won't buy the product you are promoting.

Put yourself in the shoes of the buyer and write down all the reasons why you will not buy it.

These are known as objections and these are what you will be using your emails to tackle most of the time.

E.g. let's say you are promoting this 72IG implementation program and you need to create a series of follow up emails for it.

Some of the objections I believe people will have about buying this program are things like:

What is the 72IG implementation program about?

What do I need to implement it?

How am I sure this will work?

How does it work?

Is it something I can do?

Who has it worked for before?

Etc

Since I now know these objections, the second thing is that I will rearrange them in a way that makes sense.

For instance, how does it work should come before what do I need to implement it?

So, I will have something like this:

5 Top Objections:

Objection 1 – What is the 72IG implementation program about?

Objection 2 – How does it work?

Objection 3 – How am I sure this will work?

Objection 4 - Who has it worked for?

Objection 5 – What do I need to implement it?

So, I will now create my first 10 Trojan email follow ups based on these objections.

This is the Trojan 10-day email follow up structure

Email 1: Welcome them and give them access to what they signed up for

Email 2: Remind them to check up on what they signed up for (To be delivered 6 hours after email 1)

Email 3: Tackle Objection Number 1 (To be delivered 1 day after email 2)

Email 4: Tackle Objection Number 2 (To be delivered 1 day after email 3)

Email 5: Tackle Objection Number 1 again (To be delivered 1 day after email 4)

Email 6: Tackle objection number 3 (To be delivered 1 day after email 5)

Email 7: Reminder pitch (To be delivered 1 day after email 6)

Email 8: Tackle objection number 2 again (To be delivered 1 day after email 7)

Email 9: Tackle Objection number 4 (To be delivered 1 day after email 8)

Email 10: Reminder (To be delivered 1 day after email 9)

If you study the structure above very well, you will see that there are 3 types of emails in the follow up.

1. The first type is the Welcome Emails (The first 2 emails)

2. The second type are the presell emails (or the ones used to tackle objections)
3. The third type are the pitch/reminder emails

Let's Start With the Welcome Emails

Email 1 is the email they get immediately after signing up and it simply welcomes them and reminds them of going to get what they asked for when they opted in.

Here is an example of a welcome email that I used to promote a Canada immigration program

[SUBJECT] VIDEO: How Victor Finally Relocated to Canada After 7 Years

[OPENING]

Hi Firstname

My name is (YOUR NAME) and you are getting this mail because you requested to watch the video presentation titled:

How to Relocate to Canada as a Permanent Resident Without an Agent by Victor.

[CALL TO ACTION 1]

Click here to watch it:
=> <https://putyourwebsitehere.com>

I said "without an agent" because Victor suffered in the hands of so-called agents and immigration consultants.

That was until 2016 when he took things into his hands and today, Victor is a Permanent resident in Canada who is also helping others.

You do not have to wait for 7 years like Victor before you relocate to Canada.

Get started by watching this video presentation

[CALL TO ACTION 2]

Click here to watch it => => <https://putyourwebsitehere.com>

Have a great day

Your Name

DAY 2

And the next day (second day), all I do is to simply follow them up with a mail that reminds them of the first email.

I usually use subject lines like:

- Did you miss this?
- Did you miss the video?
- Have you watched the video?

Here is an example of a day 2 reminder email.

[SUBJECT] Did you miss this?

Firstname,

Yesterday, you requested to watch Victor's video on how he finally relocated to Canada as a permanent resident.

Have you watched it?

If not, you should do so today.

Here is the link again

INSERT AFF LINK HERE:

When you watch the video, you will also get details about how you can get a job in Canada

Go here -> **INSERT AFF LINK HERE:**

Regards

Your Name

THE PRESELL EMAILS

The presell emails are what you use to tackle the objections but you do so using stories and valuable information.

For instance, let's say you are promoting 72IG and one of your prospects objections is – "How am I sure this will work for me?"

You can now tell them a story about yourself or a third party that helps them to believe that the product you are promoting can work.

For instance, I could tell them about the first time I wanted to buy a \$2000 product online and was afraid.

But then I stumbled on an article by a mentor of mine where he was saying that "if you want to succeed and lower your risk of failing, you simply have to find someone who has succeeded at what you want to do before and the model them"

And that is how I did it.

For instance, the email you are about to read below is an email I wrote to let people know that I wasn't always an expert the way they see me.

I wrote the email to let them realize that all they needed to do was take the first step and get started and many people responded with emotions for this particular email.

It helped me to tackle that objection that they had which is "But Toyin, you can make all this money because you are an expert"

When you read the email below, you will see that it follows the structure of:

- ✓ Compelling Subject line
- ✓ Powerful Opening
- ✓ Body Copy

✓ Call to Action

My comments are in red in the email below:

[SUBJECT] An Ode to Mr Ghost...

Mr Ghost ke? What is this about? Let me read it

[OPENING]

When I was just starting out online about 10 years ago, there was a quiet guy I secretly followed.

As at then, he was a student of Lautech (or so I think)

By then, I was broke and couldn't attend his seminars or buy most of his products. (So, there was a time this guy too was broke and couldn't buy products? Na wa o)

But I secretly studied what he was doing and learnt that way.

I chose to follow him because there was some sort of excellence in his works.

Even though he was selling to the Nigerian audience, his packaging was as if he was selling globally.

His name is Oluwafisayo Akinlolu and refers to himself as Mr Ghost.

[BODY COPY]

I learnt how to write emails that flow well by studying his emails.

I learnt how to build an optin page by downloading his optin pages and dis-assembling them

I learnt how to write sales copies by studying what he was doing and modelling them

I learnt how to layout my mini-websites by modelling his website layouts

I also studied his ecover designs and modeled them (he was using photoshop scripts, I didn't have those. So, I used coreldraw)

(All I am saying here is that I modeled this guy to become successful. So, even if you don't have money to buy my training programs, you can start by modelling what I do)

Mr Ghost has since moved on to Agriculture, Real Estate and other businesses but I owe a lot to him.

Later on in 2008, he wrote a tiny book titled "Quick Cash"

The book is about the simple process of creating and selling knowledge (or information) to make a lot of money fast.

Later on in 2011, I repackaged the concept and I called it Quick Crazy Cash.

This launched a series of seminars and programs from 2011 to 2015 when I stopped it.

Later on when I started making some money, I bought many things from Mr Ghost. (meaning you should buy my products too when you have money)

I bought hosting from his hosting site (hostplugng)

I bought e-cards to make payment online from his epaymonster

I bought his e-manual on how to setup a website hosting business

I also bought his videos on how to design ecovers with photoshop along with the ecover scripts

I also bought his "mafia landlord" ebook on how to buy lands and properties in Lagos without Omo onile wahala

I wrote this because you need to know that everyone started from somewhere by studying other people and modelling what they are doing.

That is it.

If you have money, invest in their programs for better access.

If you don't have money, don't sit down and whine like a girl.

Do something.

Just keep moving forward.

You will get there.

[INSERT AFF LINK HERE]

Lest I forget, have you registered for my online seminar where I will be showing you my No-Fail Formula For Creating N1m in 30 Days...

It is holding on Sunday 24th by 9pm (Nigerian time)

If you are yet to register, do so by clicking the link below:

INSERT YOUR AFFILIATE LINK

See you at the online seminar.

PS: I know an "ode" is supposed to be like a poem. Just assume that this is one

By the way, it is not compulsory that all our presell emails have to tackle objections.

Some can just share an interesting story or content that reminds them of why they need to buy the product you are selling.

For instance, in the email you are going to read below, I was sharing how I made money while watching movies on Netflix.

Check it out:

[SUBJECT] How I Made N60,500 While Watching Netflix

[OPENING]

This is how it happened.

As you probably know by now, one of the ways I enjoy my Friday nights is by watching a good movie on Netflix

I pay \$12 for it every month so I've got to enjoy it a bit

Last Friday, I had to go check out a joint I have been hearing about in Victoria Island.

The name of the place is "The Backyard" in case you want to check it out.

It is a nice relaxation joint.

Just make sure you hold some good cash when you are going there

I ended up spending N28,700 at the Backyard last Friday and I really wanted to make that money back.

So, I activated one of my new Cash campaigns as soon as we left there

On getting home, I logged into Netflix and started watching Season 2 of "The last kingdom"

I ended up binge-watching it till around 4am or so in the morning

By the time I woke up on Saturday to check my stats, I had already made N60,500 in commissions

You might be thinking...

"Na Lie joo..."

If you want proof, feel free to ask for it and I will send it to your email

Here is how it broke down

5 x N8500 sales = N42,500

3 x N6000 commissions = N18,000

That is N60,500 worth of commissions while I was watching Netflix.

[BODY]

What brought in this money?

It is the same affiliate marketing model I have telling you about since

Personally, my top income in the last 2 months came from selling other people's products as an affiliate.

I wrote today's email because if you are still struggling with your finances, one of the way out is by selling other people's products as an affiliate

[CALL TO ACTION]

How do you start?

The best way to start is by making use of the simple formula that Joe Okoro teaches in this video

=> <http://pathng.com/t19>

I can't force you to watch the video though.

No food for lazy man

Talk later

Toyin

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Let me show you another presell email where I used a personal story to describe how the product I am promoting can help.

Here I was promoting my LBCM book.

[SUBJECT] What my relationship with Igbo girls can teach you about success

Dear {!firstname_fix}

[OPENING]

You see, a few years ago, I was 100% sure I was going to marry an Igbo woman

That is because Igbo women are unusually beautiful

And...I kinda like very beautiful women

Actually, I thought I was going to marry an Igbo woman because I was so into them and they were into me

But my last short-lived relationship with an Igbo woman changed all that.

That is a story for another day

You see, when I was into Igbo women, it was like this entire Lagos was filled with beautiful women

Anywhere I turned to, there was Chioma, Amaka, Chichi, Ada, Isioma...Lilian

They attended to me in banks

If I had to go to the supermarket, the person that attended to me was usually an Igbo woman

And I vividly remember that all the female Pharmacists I met in pharmacies at that time were all young Igbo women

[I AM BEGINNING TO CHANGE FROM THE STORY HERE]

I was reading a book from Brian Tracy today where he was talking about how when you REALLY DESIRE something, it tends to show up everywhere you go

The key phrase here is REALLY DESIRE

Not WISH for something

Wishing is what a lot of people do

Wishing is weak

It shows you haven't made a deep decision and commitment about something

What Brian Tracy said also reminds me of when I wanted to buy a red Jeep wrangler some years back

All of a sudden, it was as if red Jeep wranglers suddenly started filling Lagos roads

The lesson here is this:

When you DEEPLY DESIRE success or prosperity...when you are really into it...

What happens is that ideas...materials...people that bring prosperity just begin to show up everywhere you go

It is just like how it looked like the entire Lagos was filled Igbo women when I was really into them

The same thing happens with scarcity based thoughts

Unfortunately, this is the default settings for most people

This isn't motivational jargon

This is the truth

Someone with a prosperity based mindset ATTRACTS prosperity all day long

Even the Bible confirms it in Proverbs 23:7 (As a man thinks in his heart, so is he)

Many people keep struggling with their income and business because of a mindset that is filled with scarcity based thoughts

A scarcity based mindset can only attract scarcity and poverty

It can never attract prosperity

To attract prosperity and success, you have to be VERY INTENTIONAL about it.

You have to make developing a prosperity mindset your goal.

Fill your life and environment with people, thoughts, actions and things that make it easy for you to develop a prosperity mindset

[SEE HOW I INTRODUCED MY BOOK HERE]

Here is one you can start with:

I have a book titled "How to Turn Yourself Into a Live Breathing Cash Machine"

A "Live Breathing Cash Machine" is someone who has developed a prosperity mindset that consistently attracts abundance and money into his life.

Get a copy of this book today and read it

It also comes with some amazing bonuses

Get it here: <https://7starcourses.com/lbcm-book/>

I hope this was helpful

May God help us all

Toyin

PS: By the way, I am still into Igbo girls but not like I was years ago.

I am indifferent these days

Maybe I will still marry one though. Who knows?

This is another presell email below – The subject line of this one is not story like.

I used this to sell the Passive Income Machine program on Expertnaire.

My comments are in red:

[SUBJECT] How to get Amazon to send you money every month

This is a benefit driven email subject line. Who doesn't want Amazon to send him money every month? But how?

[OPENING]

There is a friend of mine that I refer to as "Lazy Guru"

That is because as far back as 2015 when I gave him the nickname, this dude figured out a way to get Amazon to send him money every month.

What was he doing?

Amazon has a program where they allow people to upload books or reports to their website and Amazon does the job of selling the books for them

You don't need to spend any money on advertising

You don't need to have a website

Amazon does the entire job of selling your books for you

When they sell a copy, they take a cut and pay you the rest.

The good thing is that these books can be as short as 30 pages.

For instance, one of his books that has been making him a lot of money on Amazon is a food recipe of about 32 pages.

And he doesn't even write the books he sells on Amazon himself.

What he does is to pay writers to write the books for him while he goes on to make a lot of money from it.

The REALLY good thing about this is the passive nature of the income you get from Amazon.

If you know Amazon, then you know that Amazon gets millions of visitors every month.

Let's say you uploaded a book on Amazon that sells, Amazon simply sends you payments for the book sales every month.

If you are not really doing good, my friend thinks you should be able to make \$500 a month which is not bad.

On average, you should be making between \$1500 - \$3000

If you are doing well, then you will be making above \$3000

On a Monthly Basis!

Just from uploading books on Amazon

But then, this won't work for everyone.

That is because there is a system to doing this

Not all books will sell on Amazon

There is a way to go about this if you want to succeed with it

This guy has been doing this since 2014.

But for the first time, he has created a program to teach people who are interested how to do it.

[CALL TO ACTION]

If you are interested, then click this link to get his program

=> <http://pathng.com/pimm>

Have a great week.

Toyin

Let's look at another presell email.

This one is presented using a testimonial from another which is proof that the program I am marketing works.

[SUBJECT] Ekiti guy made N126k during covid-19 without Ads

[OPENING]

Here is the gist.

During my seminar earlier this year, I met a young man who came from Ekiti state

Truth is, I really didn't think he was assimilating anything because this dude was gallivanting with a pretty lady up and down throughout the training

Anyway, last week, he made a post on our FB group on how he was able to generate N126,000 from the Expertnaire platform during this COvid-19 crisis

And he did it without running a single advert

[PROOF]

See his Expertnaire income screenshot here -

<https://7starcourses.com/wp-content/uploads/2020/04/sola-m.jpg>

I am actually happy about this because one of the bonuses I included in the 72IG program is a report on how you can start making money as an affiliate without running ads.

This exact strategy is what this dude applied to make his first N126,000 on Expertnaire

More importantly, if you are yet to get the 72IG program, now is the time to do so.

And to motivate you, I am giving you the first 2 videos of the program for free

[CALL TO ACTION]

You can watch them here: <https://7starcourses.com/72hours-free/>

Enjoy!

Toyin

Then, here is another email where I am simply sharing good advice and I linked a promotion to it.

You can do that too if you stumble on a piece of good advice that your subscribers will like.

Share it with them and link a promotion to it. It works

[SUBJECT] the most important thing...

Dear subscriber,

One of the best books I have read is a book by Donald Trump titled "Think Like a Billionaire"

And one of the lessons that stuck to my brain from reading the book is where he said:

"NEVER LOSE MOMENTUM"

The Bible passed the same message in Proverbs 24:33-34 where it says:

"A little extra sleep, a little more slumber, a little folding of the hands to rest - then poverty will pounce on you like a bandit; scarcity will attack you like an armed robber."

I had to send you this mail because it occurred to me that a lot of people are slowing down their lives during this Covid-19 stay at home period

It is so easy to squander all your time away on social media, Netflix and every other thing that won't add value to your life

Heck!

Some social media influencers are even telling people that they do not have to do anything to upgrade their lives

But as you know me, I will tell you the truth Quarantine or not, life is moving on I am not saying you shouldn't have fun

Rest, have fun by all means but don't forget to force yourself to come out of this with an upgraded version of yourself in any area of your life like:

- Finances
- Skills
- Health
- Relationships

Etc

[THIS IS WHERE I INSERTED MY PROMO AFTER SHARING MY VALUABLE ADVICE]

By the way, if you are looking for upgrade your money making skills, then you can take my 72IG online course to learn how to use the internet to generate money on demand by promoting affiliate products.

It is like a 2 weeks course but you can finish it in 7 days if you are a fast learner.

Watch the free training version here - <http://pathng.com/72v>

And remember to keep safe and stay healthy.

May God keep us.

Regards.

Toyin

Finally, let's talk about the reminder emails.

REMINDER EMAILS:

The reminder emails are the simplest emails to write because they are mainly sales pitches.

What I mean is that they do not have to contain any useful content or story.

It can just be as simple as saying:

Here is this product XYZ

It can help you do this

Buy it

Let me share an example with you.

[SUBJECT] S E R I O U S Issue

Today, let's talk about something serious...

Have you read my book titled: "How to turn yourself into a live breathing cash machine?"

If you haven't, you should get it today and read.

It is just N5000 only (or \$11)

I converted it to dollars so you can see how little the price is.

Click here to buy the book on my website:

=> <http://7starcourses.com/lbcm-book>

If you really want to start transforming your life financially, invest just N2500 to get a copy of the book today.

Not tomorrow.

Price is not an objection here.

Many people spend more than that in a week just making unnecessary calls.

If you are yet to read the book and you still don't buy it, then maybe you are really not ready to change.

Here is the link to get the book again:

=> <http://7starcourses.com/lbcm-book>

Enjoy!

Toyin

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As you can see in the email above, I wasn't sharing any valuable information or story.

It is just an email telling them to go and buy my book.

You can also use this as reminders for deadlines etc

Here Is Another Example of a Reminder Email:

[SUBJECT] Re: My New N750k Challenge

This is a simple reminder in case you didn't get my email yesterday.

You have less than 48 hours from now to join my N750k a month training that starts on June 1

Get full details here: <http://pathng.com/ty750>

If you miss out, you will still have to join after the fun is over and for an extra N15k

Short story - Don't miss out!

Get full details and join here - <http://pathng.com/ty750>

Toyin

This is another reminder email. Not mine though.

I am just using here as an example:

[SUBJECT] DEADLINE

The link to get your \$15,338 worth of gifts expires TONIGHT (July 27th).

You can get yours here.

It's FOUR of these are BRAND NEW and have never been released to the Public.

Some currently sell on my site for thousands but it's ALL yours free as part of a marketing test (a test that's working out well, by the way :-)

Get it here before the offer expires :-)

Frank

P.S. Members are also getting a LIVE in-person members only event on September 15th and 16th. Join us here :-)

The idea is that you shouldn't use too much of these type of blatant sales pitch reminder emails. If you are always sending emails like these, people will soon stop opening your emails and you don't want that to happen

Just to conclude.

Emails don't have to be complex.

As long as you have the 2 words in mind – Unusual and Valuable, you will be able to create various Trojan based emails that will bring you sales for the products you are promoting.

I hope this helps.

Toyin