

Product : BUCKLE MESSENGER BAG HARNESS BELTING LEATHER from Frank Clegg

Goal : Make a shortform mail to elevate the product and sell

Framework : HSO

Subject line : A craftsmanship for the rest of your life

Look at your bag... Don't you see how tired it is ? There, I can see the start of the thread that will soon give up and let that big hole happen, and soon, it won't ever be able to fulfill its function :

Help you carry your belongings, whatever the weights they might be. It won't even be able to carry anything !

How sad it must be...

And trust me, I have an eye to notice this, I've been there...

When I entered Middle School, it was the start of being a "grown up" for me. So, naturally, I couldn't just keep using some cute little backpack. But, being a young boy, whatever bag I picked, it wouldn't even last a week !

(I used to completely disrespect my bag by throwing it and everything inside away as soon as I got into the courtyard of my school !)

Then, years later, after having to let go of another tattered bag, I finally found my salvation.

A bag so beautifully crafted that I absolutely wanted to cherish it, to show it off, even to give love ! (Like, cosmetic love, not the kind you were thinking about... Come on !)

The craftsmanship might actually outlive me !

Alright, alright. I know you've lived the same story, at least to some extent. I'm ready to let you in on the [secret](#). What those bags are. And what they'll offer you.