

Amber

Product #000000000000 — Full Listing Report

Category: Swag

Printify Listing: <https://printify.com/app/product-details/699e11931615acc1fb026637>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000000.1 Amber.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Amber

URL Slug: amber-leoscorpioleo

Meta Description: Amber Tee — the LeoScorpioLeo logo shirt, script wordmark and zodiac symbols. Unisex, S–5XL.

Image Alt Text: White t-shirt with blue script 'LeoScorpioLeo' wordmark, Leo-Scorpio-Leo zodiac symbols, and the tagline 'Look Good. Feel Good. Do Good.'

Thirteen Tags:

LeoScorpioLeo logo shirt · brand wordmark tee · zodiac symbol graphic tee · look good feel good do good shirt · leo scorpio leo zodiac shirt · identity statement tee · founder logo t-shirt · script logo graphic tee · mission driven apparel · blue logo tee unisex · flagship brand shirt · positive culture t-shirt · LeoScorpioLeo Swag

Field 1 — Short Description (Next to the Photo)

You walk in and people feel it before you say a word.

Amber is that presence worn as armor — the LeoScorpioLeo wordmark, the Leo-Scorpio-Leo zodiac symbols, and the one line that says it all: Look Good. Feel Good. Do Good.

For the person who leads with who they are and carries the mission everywhere.

You don't wear it. You live it.

Field 2 — Long Description (Description Tab)

Most shirts are just fabric — and you've always wanted the thing you put on to say something real. This isn't just a shirt; it's a statement. You don't wear LeoScorpioLeo — you live it. The confidence of a Leo Sun. The depth of a Scorpio Moon. The warmth of a Leo Rising. That's not a zodiac combination — that's a whole identity, and now it lives on your chest.

The Shirt That Started It All

Amber is shirt number zero. Before every other design in the LeoScorpioLeo catalog, there was this one — the brand itself, worn as armor. The script wordmark. The zodiac symbols. The tagline that says everything: Look Good. Feel Good. Do Good. Crisp white on dark colors, bold blue on white — multiple colorways, one mission. It's the shirt people ask about — the one that makes someone want to know what LeoScorpioLeo means, and then want one of their own.

Because leading with who you are always beats blending in.

The Perfect Gift for Someone Who Leads With Purpose

The moment someone lifts the whole room just by walking into it — that's the moment Amber earns her keep. She's for the friend who moves forward with faith and a happy spirit, and the person who already knows they look good, feel good, and do good every single day. Birthday, milestone, or just-because gift — and she pairs with any other LeoScorpioLeo design to build a wardrobe that says something worth saying.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — The design speaks before you do: clean, bold, and built to start conversations wherever you wear it.
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- **LeoScorpioLeo Design** — Original artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You walk in and people feel it before you say a word."

Steak (the fact): a logo t-shirt.

Sizzle (what we sell): the presence of someone who leads with identity.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Amber is that presence worn as armor — the LeoScorpioLeo wordmark, the Leo-Scorpio-Leo zodiac symbols, and the one line that says it all: Look Good. Feel Good. Do Good."

Steak (the fact): wordmark, symbols, tagline on cotton.

Sizzle (what we sell): presence worn as armor — identity made wearable.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who leads with who they are and carries the mission everywhere."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the people who lead with identity.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"You don't wear it. You live it."

Steak (the fact): "Add to cart."

Sizzle (what we sell): the identity claim — this is who you are.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Most shirts are just fabric — and you've always wanted the thing you put on to say something real. This isn't just a shirt; it's a statement. You don't wear LeoScorpioLeo — you live it. The confidence of a Leo Sun. The depth of a Scorpio Moon. The warmth of a Leo Rising. That's not a zodiac combination — that's a whole identity, and now it lives on your chest."

Steak (the fact): a printed logo shirt.

Sizzle (what we sell): the ache for clothing that means something — answered by identity.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Amber is shirt number zero. Before every other design in the LeoScorpioLeo catalog, there was this one — the brand itself, worn as armor. The script wordmark. The zodiac symbols. The tagline that says everything: Look Good. Feel Good. Do Good. Crisp white on dark colors, bold blue on white — multiple colorways, one mission. It's the shirt people ask about — the one that makes someone want to know what LeoScorpioLeo means, and then want one of their own."

Steak (the fact): wordmark + symbols + tagline; two colorways.

Sizzle (what we sell): the origin — owning shirt number zero.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because leading with who you are always beats blending in."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment someone lifts the whole room just by walking into it — that's the moment Amber earns her keep. She's for the friend who moves forward with faith and a happy spirit, and the person who already knows they look good, feel good, and do good every single day. Birthday, milestone, or just-because gift — and she pairs with any other LeoScorpioLeo design to build a wardrobe that says something worth saying."

Steak (the fact): a giftable, matchable shirt.

Sizzle (what we sell): recognizing someone who lives the mission — and starting a wardrobe.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Abbey

Product #00000000001 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/699e35b01f64c3ad2009ed7f>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard

If you're still telling people



Then, you are still
inside the box, my friend.

Design: 00000000001.2 Abbey.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Abbey

URL Slug: abbey-leoscorpioleo

Meta Description: Abbey Tee — the outside-the-box cliché, called out in bold hand lettering. Unisex, S–5XL.

Image Alt Text: White t-shirt with hand-drawn blue marker lettering reading 'If you're still telling people I think outside the box, then you are still in the box, my friend,' boxed in a rough brush-stroke square.

Thirteen Tags:

outside the box shirt · funny mindset tee · sarcastic quote shirt · hand lettered graphic tee · witty saying t-shirt · cliché callout shirt · self aware humor tee · motivational sarcasm shirt · blue graphic tee unisex · gift for overthinker · workplace humor shirt · original thinker tee · LeoScorpioLeo Live a Little More

Field 1 — Short Description (Next to the Photo)

You've heard it in every meeting, every group chat, every self-help caption: "I think outside the box."

Abbey calls it before you even finish the sentence — the box, drawn in ink, right there on your chest, punchline included.

For the person who's done performing originality and just wants to say the quiet part out loud.

Stop describing the box. Wear the comeback.

Field 2 — Long Description (Description Tab)

Everyone's "outside the box" now — which makes it the most inside-the-box thing a person can say. Abbey doesn't try to sound original; it just points out that trying is the tell. That's Own Yourself in one line: say the true thing, even when the true thing is a little sharp.

The Line That Calls It Out

Abbey's design is simple on purpose — hand-lettered marker type, a rough brush-stroke square boxing in the words THINK OUTSIDE THE BOX, with the punchline running above and below in the same honest, unpolished hand. It reads like something you'd actually say out loud, because it is.

Owning yourself sometimes just means refusing to repeat the line everyone else is already tired of.

The Perfect Gift for the Friend Who Calls It Like It Is

There's a specific satisfaction in handing this to the person who's heard "think outside the box" one too many times in a performance review. She's for the coworker who says what everyone's thinking, the friend who's allergic to corporate-speak, and the person who'd rather be honest than impressive. Birthdays, work anniversaries, or the day after a meeting that needed her.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — The line speaks before you do: hand-lettered, unmistakable, built to get read twice.
- **Gift-Ready** — Right for birthdays, work anniversaries, promotions, or any day a cliché needs calling out.
- **Inclusive Sizing** — Everybody can wear the comeback — available S through 5XL.
- **LeoScorpioLeo Design** — Original hand-lettered artwork, part of the LeoScorpioLeo Live a Little More collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You've heard it in every meeting, every group chat, every self-help caption: "I think outside the box.""

Steak (the fact): a hand-lettered graphic tee.

Sizzle (what we sell): the fatigue of hearing an overused cliché.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Abbey calls it before you even finish the sentence — the box, drawn in ink, right there on your chest, punchline included."

Steak (the fact): the boxed "think outside the box" line printed on cotton.

Sizzle (what we sell): calling out the cliché before it's finished.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who's done performing originality and just wants to say the quiet part out loud."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people done performing originality.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"Stop describing the box. Wear the comeback."

Steak (the fact): the purchase.

Sizzle (what we sell): owning the comeback instead of the cliché.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's "outside the box" now — which makes it the most inside-the-box thing a person can say. Abbey doesn't try to sound original; it just points out that trying is the tell. That's Own Yourself in one line: say the true thing, even when the true thing is a little sharp."

Steak (the fact): a printed hand-lettered shirt.

Sizzle (what we sell): the relief of saying the true, slightly sharp thing out loud.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Abbey's design is simple on purpose — hand-lettered marker type, a rough brush-stroke square boxing in the words THINK OUTSIDE THE BOX, with the punchline running above and below in the same honest, unpolished hand. It reads like something you'd actually say out loud, because it is."

Steak (the fact): marker-style lettering in a rough brush-stroke square.

Sizzle (what we sell): a line that reads like something you'd actually say.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Owning yourself sometimes just means refusing to repeat the line everyone else is already tired of."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific satisfaction in handing this to the person who's heard 'think outside the box' one too many times in a performance review. She's for the coworker who says what everyone's thinking, the friend who's allergic to corporate-speak, and the person who'd rather be honest than impressive. Birthdays, work anniversaries, or the day after a meeting that needed her."

Steak (the fact): a giftable graphic tee.

Sizzle (what we sell): handing someone permission to stop performing.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Brianna

Product #00000000002 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/699e3a8e4f0eecaa07048999>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard

IF YOU
CAN'T
CHANGE CHANGE
THE THE
PEOPLE PEOPLE
AROUND AROUND
YOU YOU

Design: 00000000002.2 Brianna.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Brianna

URL Slug: brianna-leoscorpioleo

Meta Description: Brianna Tee — the change-your-circle mantra, printed twice, two ways. Unisex, S–5XL.

Image Alt Text: White t-shirt with bold blue distressed lettering on the left and matching blue outline lettering on the right, both reading 'If you can't change the people around you, change the people around you.'

Thirteen Tags:

change your circle shirt · wordplay quote tee · reinforce yourself shirt · mindset upgrade tee · motivational graphic shirt · distressed lettering tee · self growth quote shirt · boundaries t-shirt · personal growth gift · quote tee unisex · blue graphic tee statement · empowerment shirt · LeoScorpioLeo Live a Little More

Field 1 — Short Description (Next to the Photo)

You already know which relationships are quietly costing you and which ones are paying you back.

Brianna says the line twice, two different ways, because the truth needs saying twice before it sticks: change who's around you.

For the person actively rebuilding their circle — on purpose, without apology.

Same words. Different you.

Field 2 — Long Description (Description Tab)

Nobody warns you that the hardest edits in your life aren't habits — they're people. Brianna doesn't soften that. It repeats the line, solid then hollow, because saying it once was never going to be enough to actually do it. That's Reinforce Yourself: the people you keep is a decision, not an accident.

One Line, Said Twice

The design plays the same sentence against itself — bold, distressed type on the left, its outline echo on the right — so the words "change the people around you" land twice, from two directions, before you can look away. It's the kind of shirt someone reads all the way through, twice, without meaning to.

Reinforcing yourself starts with deciding who gets to stay close.

The Perfect Gift for Someone Rebuilding Their Circle

There's a moment when someone finally cuts loose a friendship, a habit, a room full of people who never wanted them to grow — and that's the moment Brianna is for. She's for the friend mid-glow-up and the one who just said no to something that used to be yes. Birthdays, new-chapter moments, or the day the circle finally changed.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — The design speaks before you do: one line, said twice, from two directions — impossible not to read.
- **Gift-Ready** — Right for birthdays, new-chapter moments, or any day someone's circle finally changed for the better.
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- **LeoScorpioLeo Design** — Original artwork, part of the LeoScorpioLeo Live a Little More collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You already know which relationships are quietly costing you and which ones are paying you back."

Steak (the fact): a graphic tee.

Sizzle (what we sell): the quiet awareness of which relationships help or cost you.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Brianna says the line twice, two different ways, because the truth needs saying twice before it sticks: change who's around you."

Steak (the fact): the same phrase printed twice, solid and outline.

Sizzle (what we sell): the truth said twice until it sticks.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person actively rebuilding their circle — on purpose, without apology."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people rebuilding their circle on purpose.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"Same words. Different you."

Steak (the fact): the purchase.

Sizzle (what we sell): becoming someone different by changing who's around you.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Nobody warns you that the hardest edits in your life aren't habits — they're people. Brianna doesn't soften that. It repeats the line, solid then hollow, because saying it once was never going to be enough to actually do it. That's Reinforce Yourself: the people you keep is a decision, not an accident."

Steak (the fact): a printed graphic tee.

Sizzle (what we sell): naming that people, not habits, are the hardest edit.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"The design plays the same sentence against itself — bold, distressed type on the left, its outline echo on the right — so the words "change the people around you" land twice, from two directions, before you can look away. It's the kind of shirt someone reads all the way through, twice, without meaning to."

Steak (the fact): bold distressed type paired with its outline echo.

Sizzle (what we sell): the same sentence landing twice, from two directions.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Reinforcing yourself starts with deciding who gets to stay close."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Reinforce Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a moment when someone finally cuts loose a friendship, a habit, a room full of people who never wanted them to grow — and that's the moment Brianna is for. She's for the friend mid-glow-up and the one who just said no to something that used to be yes. Birthdays, new-chapter moments, or the day the circle finally changed."

Steak (the fact): a giftable graphic tee.

Sizzle (what we sell): marking the moment someone finally changed their circle.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Christine

Product #00000000003 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/69a9b00c243d707398048bb8>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard

IF THERE IS NO CHANGE
THERE IS NO CHANGE

Design: 00000000003.2 Christine.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Christine

URL Slug: christine-leoscorpioleo

Meta Description: Christine Tee — the LeoScorpioLeo mantra, bold and declared. Unisex, S–5XL.

Image Alt Text: White t-shirt with bold solid blue rounded lettering reading 'If there is no change, there is no change.'

Thirteen Tags:

if there is no change shirt · motivational mantra tee · bold statement graphic tee · change quote shirt · self improvement tee · LeoScorpioLeo mission shirt · accountability t-shirt · no excuses shirt · personal growth gift tee · blue bold font shirt · mantra tee unisex · decision quote shirt · LeoScorpioLeo Live a Little More

Field 1 — Short Description (Next to the Photo)

You've said "this time will be different" before, and you both know how that went.

Christine puts the whole deal in one sentence, printed bold and final, so there's nothing left to negotiate with.

For the person who's done waiting for motivation and started making the move instead.

No change. No change. That's the whole sentence.

Field 2 — Long Description (Description Tab)

Everyone wants the after-photo without doing anything the before-photo requires. Christine skips the pep talk and states the actual mechanism plainly: nothing shifts until something moves. That's not motivation — that's Focus, the flagship LeoScorpioLeo truth, stated flat.

The Sentence That Runs the Whole Brand

Bold, rounded, solid-filled letters carry the line "If there is no change, there is no change" — no ornament, no explanation, because this is the sentence LeoScorpioLeo was built on, and it doesn't need decoration to land.

Focus means deciding, out loud, that this time the sentence gets finished.

The Perfect Gift for the Person Ready to Move

There's a specific day someone stops planning the change and starts making it — that's the day for Christine. She's for the friend circling the same New Year's resolution and the one who just booked the flight, signed up, quit the thing. Birthdays, fresh starts, or any Monday that's finally the Monday.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — The design speaks before you do: bold, solid, and final — a sentence that doesn't hedge.
- **Gift-Ready** — Right for birthdays, fresh starts, milestones, or any day someone finally moves.
- **Inclusive Sizing** — Everybody can wear the mantra — available S through 5XL.
- **LeoScorpioLeo Design** — Original artwork built on the LeoScorpioLeo driving truth: if there is no change, there is no change.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You've said "this time will be different" before, and you both know how that went."

Steak (the fact): a bold statement tee.

Sizzle (what we sell): the familiar, unfinished promise to change.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Christine puts the whole deal in one sentence, printed bold and final, so there's nothing left to negotiate with."

Steak (the fact): the mantra printed bold and solid.

Sizzle (what we sell): a final sentence with nothing left to negotiate.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who's done waiting for motivation and started making the move instead."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people who move instead of waiting.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"No change. No change. That's the whole sentence."

Steak (the fact): the purchase.

Sizzle (what we sell): the sentence, finally finished.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone wants the after-photo without doing anything the before-photo requires. Christine skips the pep talk and states the actual mechanism plainly: nothing shifts until something moves. That's not motivation — that's Focus, the flagship LeoScorpioLeo truth, stated flat."

Steak (the fact): a printed statement shirt.

Sizzle (what we sell): the gap between wanting the after-photo and doing the work.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Bold, rounded, solid-filled letters carry the line "If there is no change, there is no change" — no ornament, no explanation, because this is the sentence LeoScorpioLeo was built on, and it doesn't need decoration to land."

Steak (the fact): bold, rounded, solid-filled type.

Sizzle (what we sell): the flagship LeoScorpioLeo truth, undecorated.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Focus means deciding, out loud, that this time the sentence gets finished."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Focus.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific day someone stops planning the change and starts making it — that's the day for Christine. She's for the friend circling the same New Year's resolution and the one who just booked the flight, signed up, quit the thing. Birthdays, fresh starts, or any Monday that's finally the Monday."

Steak (the fact): a giftable statement tee.

Sizzle (what we sell): marking the day someone actually moved.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Dusty

Product #00000000004 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/69a9c05de9c1bfb00d0ed0c0>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard

IF THERE IS NO CHANGE
THERE IS NO CHANGE

Design: 00000000004.2Dusty.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Dusty

URL Slug: dusty-leoscorpioleo

Meta Description: Dusty Tee — the change mantra in outline, still being written. Unisex, S–5XL.

Image Alt Text: White t-shirt with blue hollow outline lettering reading 'If there is no change, there is no change.'

Thirteen Tags:

hollow font quote shirt · change mantra outline tee · minimalist statement tee · motivational outline shirt · in progress quote tee · LeoScorpioLeo mission shirt · self growth t-shirt · unfinished business tee · accountability quote shirt · blue outline graphic tee · mantra tee unisex · decision quote t-shirt · LeoScorpioLeo Live a Little More

Field 1 — Short Description (Next to the Photo)

You're in the middle of it — not who you were, not yet who you're becoming.

Dusty prints the same truth as an outline, not a solid — because you're still filling it in, one decision at a time.

For the person mid-transformation who hasn't earned the bold version yet, and knows it.

Still open. Still yours to fill.

Field 2 — Long Description (Description Tab)

Nobody starts the change already finished — they start it hollow, half-formed, outline only. Dusty doesn't pretend otherwise. It prints the mantra unfilled on purpose, because the sentence is true before it's solid. That's Own Yourself: claiming the process, not just the result.

An Outline Waiting to Be Filled

Where the solid version states the fact, Dusty's hollow-font treatment leaves the same words open — traced, not filled — a visual admission that the work is underway. Same sentence, honest about the stage it's in.

Owning yourself means claiming the middle of the story, not just the ending.

The Perfect Gift for Someone Mid-Change

There's a moment in the middle of a hard reset — new job, new habit, new version of yourself — when someone needs proof the in-between counts too. She's for the friend who's not there yet and isn't hiding it, and for anyone who'd rather be honest about the outline than fake the finish. Milestones, sobriety dates, or first-day-of gifts.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — The design speaks before you do: an honest outline, mid-story, still being filled in.
- **Gift-Ready** — Right for milestones, sobriety dates, first-day-of gifts, or any change still underway.
- **Inclusive Sizing** — Everybody can wear the mantra — available S through 5XL.
- **LeoScorpioLeo Design** — Original outline artwork, a sibling to the Christine design in the LeoScorpioLeo Live a Little More collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You're in the middle of it — not who you were, not yet who you're becoming."

Steak (the fact): an outline-font statement tee.

Sizzle (what we sell): being caught in the middle of becoming.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Dusty prints the same truth as an outline, not a solid — because you're still filling it in, one decision at a time."

Steak (the fact): the mantra printed in hollow outline.

Sizzle (what we sell): honesty about a truth still being filled in.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person mid-transformation who hasn't earned the bold version yet, and knows it."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people mid-transformation.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"Still open. Still yours to fill."

Steak (the fact): the purchase.

Sizzle (what we sell): claiming the outline as enough, for now.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Nobody starts the change already finished — they start it hollow, half-formed, outline only. Dusty doesn't pretend otherwise. It prints the mantra unfilled on purpose, because the sentence is true before it's solid. That's Own Yourself: claiming the process, not just the result."

Steak (the fact): a printed outline-font shirt.

Sizzle (what we sell): admitting the change starts unfinished, and that's fine.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Where the solid version states the fact, Dusty's hollow-font treatment leaves the same words open — traced, not filled — a visual admission that the work is underway. Same sentence, honest about the stage it's in."

Steak (the fact): hollow, unfilled lettering.

Sizzle (what we sell): a visual admission the work is underway.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Owning yourself means claiming the middle of the story, not just the ending."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a moment in the middle of a hard reset — new job, new habit, new version of yourself — when someone needs proof the in-between counts too. She's for the friend who's not there yet and isn't hiding it, and for anyone who'd rather be honest about the outline than fake the finish. Milestones, sobriety dates, or first-day-of gifts."

Steak (the fact): a giftable outline-font tee.

Sizzle (what we sell): honoring the middle of someone's hard reset.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Elysia

Product #00000000005 — Full Listing Report

Category: Chakra

Printify Listing: <https://printify.com/app/product-details/69a9da7d398c48313907ee12>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000005.2 Elysia.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Elysia

URL Slug: elysia-leoscorpioleo

Meta Description: Elysia Tee — Crowned in Light, Rooted in Love, chakra artwork. Unisex, S–5XL.

Image Alt Text: White t-shirt with a blue crown graphic, a row of seven rainbow chakra symbols, and blue root artwork, framing the words 'Crowned in Light, Rooted in Love.'

Thirteen Tags:

chakra shirt · crowned in light tee · rooted in love shirt · spiritual graphic tee · yoga gift shirt · energy healing t-shirt · seven chakras graphic · meditation shirt gift · mind body soul tee · root chakra shirt · spiritual growth t-shirt · blue chakra graphic tee · LeoScorpioLeo Chakra

Field 1 — Short Description (Next to the Photo)

You feel steadier on the days you actually make space for stillness.

Elysia puts that steadiness into words — crowned above, rooted below, the seven chakras holding the space between.

For the person whose calm is a practice, not an accident.

Grounded above. Grounded below. Grounded, period.

Field 2 — Long Description (Description Tab)

Everyone's chasing peace like it's a destination instead of a practice you rebuild daily. Elysia doesn't sell arrival — it sells the architecture: crowned in light above, rooted in love below, held together by seven centers of energy in between. That's Eat Something in its fullest sense — tending the whole self, not just the body.

Crown Above, Roots Below

A crown of light opens the design, a full rainbow run of the seven chakra symbols anchors the center, and a spreading root system closes it at the base — Crowned in Light and Rooted in Love bridging the two, so the whole piece reads as one balanced system, not separate images.

Eating something, in the fullest sense, means feeding the whole self — mind, body, and spirit — not just the body.

The Perfect Gift for Someone Building Their Practice

There's a quiet pride in the person who shows up to their mat, their journal, their breathwork, on the hard days as much as the easy ones — Elysia is for her. She's for the yoga teacher, the meditation-app regular, the friend who reads about chakras on purpose. Birthdays, studio graduations, or the gift that says keep going.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — The design speaks before you do: crown, chakras, and roots, balanced top to bottom.
- **Gift-Ready** — Right for birthdays, studio graduations, or any milestone in someone's practice.
- **Inclusive Sizing** — Everybody can wear the balance — available S through 5XL.
- **LeoScorpioLeo Design** — Original chakra artwork, part of the LeoScorpioLeo Chakra collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You feel steadier on the days you actually make space for stillness."

Steak (the fact): a chakra graphic tee.

Sizzle (what we sell): the steadiness that comes from a real practice.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Elysia puts that steadiness into words — crowned above, rooted below, the seven chakras holding the space between."

Steak (the fact): crown, chakra row, and root graphics with the tagline.

Sizzle (what we sell): steadiness held between light above and love below.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person whose calm is a practice, not an accident."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people whose calm is practiced, not accidental.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"Grounded above. Grounded below. Grounded, period."

Steak (the fact): the purchase.

Sizzle (what we sell): being grounded, fully, above and below.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's chasing peace like it's a destination instead of a practice you rebuild daily. Elysia doesn't sell arrival — it sells the architecture: crowned in light above, rooted in love below, held together by seven centers of energy in between. That's Eat Something in its fullest sense — tending the whole self, not just the body."

Steak (the fact): a printed chakra shirt.

Sizzle (what we sell): trading the myth of arrival for the truth of daily practice.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"A crown of light opens the design, a full rainbow run of the seven chakra symbols anchors the center, and a spreading root system closes it at the base — Crowned in Light and Rooted in Love bridging the two, so the whole piece reads as one balanced system, not separate images."

Steak (the fact): a crown, seven chakra symbols, and a root system.

Sizzle (what we sell): one balanced system, not separate images.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Eating something, in the fullest sense, means feeding the whole self — mind, body, and spirit — not just the body."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Eat Something.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a quiet pride in the person who shows up to their mat, their journal, their breathwork, on the hard days as much as the easy ones — Elysia is for her. She's for the yoga teacher, the meditation-app regular, the friend who reads about chakras on purpose. Birthdays, studio graduations, or the gift that says keep going."

Steak (the fact): a giftable chakra tee.

Sizzle (what we sell): honoring someone's ongoing practice.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Flynn

Product #00000000006 — Full Listing Report

Category: Chakra / Japanese

Printify Listing: <https://printify.com/app/product-details/69a9e6f4e886ad43ae0d1239>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000006.2 Flynn.svg · the version printed on white shirts

Note (SOP Rule 2.8 mandatory safeguard): the Japanese text in this listing is a first-pass, machine-assisted translation. Per the SOP, no bilingual listing may be published until the Japanese has been verified by a native speaker.

SEO & Metadata

Printify Title: Flynn

URL Slug: flynn-leoscorpioleo

Meta Description: Flynn Tee — Crowned in Light, Rooted in Love, chakra artwork in Japanese. S–5XL.

Image Alt Text: White t-shirt with a blue crown graphic, a row of seven rainbow chakra symbols, and blue root artwork, framing the Japanese text 光の冠をかぶった / 愛に根ざした (Crowned in Light, Rooted in Love).

Thirteen Tags:

chakra shirt japanese · crowned in light rooted in love · japanese kanji spiritual tee · energy healing t-shirt · seven chakras graphic · yoga gift shirt · meditation shirt gift · mind body soul tee bilingual · root chakra shirt · spiritual growth t-shirt · blue chakra graphic tee · japanese text graphic shirt · LeoScorpioLeo Chakra

Field 1 — Short Description (Next to the Photo)

You feel steadier on the days you actually make space for stillness.

静けさのための時間を本当に作れた日は、心がより安定していると感じるはずです。

Flynn puts that steadiness into words — crowned above, rooted below, the seven chakras holding the space between.

フリンはその安定を言葉にしました——

上には光の冠、下には愛の根、その間を七つのチャクラが支えています。

For the person whose calm is a practice, not an accident.

穏やかさが偶然ではなく、日々の実践である人のために。

Grounded above. Grounded below. Grounded, period.

上も安定。下も安定。すべてが安定。

Field 2 — Long Description (Description Tab)

Everyone's chasing peace like it's a destination instead of a practice you rebuild daily. Flynn doesn't sell arrival — it sells the architecture: crowned in light above, rooted in love below, held together by seven centers of energy in between. That's Eat Something (F.O.R.C.E. Fed) in its fullest sense — tending the whole self, not just the body.

誰もが平穏を、日々築き直す実践ではなく、たどり着くべき目的地であるかのように追い求めています。フリンが売るのは「到達」ではなく「構造」です——

上には光の冠、下には愛の根、その間を七つのエネルギーの中心が結びます。それこそ F.O.R.C.E.

Fed（フォース・フェッド）の「Eat Something（自分を満たす）」の本当の意味——

身体だけでなく、心と魂の全体を大切にすることです。

Crown Above, Roots Below

「上に冠、下に根」

A crown of light opens the design, a full rainbow run of the seven chakra symbols anchors the center, and a spreading root system closes it at the base — Crowned in Light and Rooted in Love bridging the two, so the whole piece reads as one balanced system, not separate images.

光の冠がデザインの上部を飾り、七つのチャクラのシンボルが虎色で中央を支え、根が下部に広がります。「光の冠をかぶった」と「愛に根ざした」がその二つをつなぎ、全体がひとつのバランスの取れたシステムとして読み取れるように作られています。

Eating something, in the fullest sense, means feeding the whole self — mind, body, and spirit — not just the body.

「自分を満たす」ということは、身体だけでなく心と魂を含めた自分の全体を満たすことを意味します。

The Perfect Gift for Someone Building Their Practice

「実践を積み重ねる人への、完璧な贈り物」

There's a quiet pride in the person who shows up to their mat, their journal, their breathwork, on the hard days as much as the easy ones — Flynn is for her. She's for the yoga teacher, the meditation-app regular, the friend who reads about chakras on purpose, and for the person building a bridge between English and Japanese in their own life. Birthdays, studio graduations, or the gift that says keep going.

マットの上に、日記の前に、呼吸の練習に、楽な日も辛い日も変わらず向き合う人には、静かな誇りがあります——

フリンはその人のためのものです。ヨガの先生、瞑想アプリを続ける人、チャクラについて自ら学ぶ友人、そして自分の人生の中で英語と日本語の橋を架けている人のために。誕生日、スタジオの節目、そして「続けていこう」と伝えたい贈り物に。

Why You'll Love It

- Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

最初の一着からしっかりとした着心地——

5.3オンスのプリシュランクコットン、日常使いに耐えるクラシックな重さ。

- Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
衿、袖、裾のダブルニードル縫いにより、何度洗っても形が保たれます。
- Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
どんな体型にも似合う——リラックスしたユニセックスシルエットで、重さ着もしやすい。
- The design speaks before you do: crown, chakras, and roots, balanced top to bottom, in Japanese and English alike.
デザインが言葉より先に語りかけます：冠とチャクラと根が、日本語も英語も上下にバランスよく並ぶ。
- Right for birthdays, studio graduations, or any milestone in someone's practice.
誕生日、スタジオの節目、その他実践の節目の贈り物に最適。
- Everybody can wear the balance — available S through 5XL.
誰もがこのバランスを着こなせる——Sから5XLまで展開。
- Original chakra artwork, part of the LeoScorpioLeo Chakra collection.
LeoScorpioLeo の Chakra コレクションのひとつ、オリジナルのチャクラアートワーク。

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

5.3オンスのプリシュランク100%コットン（20単級）——
しっかりとしたクラシックな重さ。クラシックフィット、シームレスチューブラーボディ。縫い目のない
7/8インチのリブカラー。首と肩にテープ補強。袖と裾はダブルニードル仕上げ。中心のシワを防ぐクォーターター
ーン裁断。タグは切り離し式でかゆみなし。繊維構成は色によって異なります（無地色は続100%コットン、ス
ポーツグレーは90/10、セーフティーカラーとヘザーカラーは50/50）。全て OEKO-TEX
認証の低環境負荷染料を使用。

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!
LeoScorpioLeo デザイン——見た目もよく。気分もよく。行いもよく。それを次へ。

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You feel steadier on the days you actually make space for stillness."

Steak (the fact): a chakra graphic tee.

Sizzle (what we sell): the steadiness that comes from a real practice.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Flynn puts that steadiness into words — crowned above, rooted below, the seven chakras holding the space between."

Steak (the fact): crown, chakra row, and root graphics with Japanese type.

Sizzle (what we sell): steadiness held between light above and love below.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person whose calm is a practice, not an accident."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people whose calm is practiced, not accidental.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"Grounded above. Grounded below. Grounded, period."

Steak (the fact): the purchase.

Sizzle (what we sell): being grounded, fully, above and below.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's chasing peace like it's a destination instead of a practice you rebuild daily. Flynn doesn't sell arrival — it sells the architecture: crowned in light above, rooted in love below, held together by seven centers of energy in between. That's Eat Something (F.O.R.C.E. Fed) in its fullest sense — tending the whole self, not just the body."

Steak (the fact): a printed chakra shirt.

Sizzle (what we sell): trading the myth of arrival for the truth of daily practice.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"A crown of light opens the design, a full rainbow run of the seven chakra symbols anchors the center, and a spreading root system closes it at the base — Crowned in Light and Rooted in Love bridging the two, so the whole piece reads as one balanced system, not separate images."

Steak (the fact): a crown, seven chakra symbols, and a root system with bilingual copy.

Sizzle (what we sell): one balanced system, not separate images.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Eating something, in the fullest sense, means feeding the whole self — mind, body, and spirit — not just the body."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Eat Something.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a quiet pride in the person who shows up to their mat, their journal, their breathwork, on the hard days as much as the easy ones — Flynn is for her. She's for the yoga teacher, the meditation-app regular, the friend who reads about chakras on purpose, and for the person building a bridge between English and Japanese in their own life. Birthdays, studio graduations, or the gift that says keep going."

Steak (the fact): a giftable, bilingual chakra tee.

Sizzle (what we sell): honoring someone's ongoing practice, in either language.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

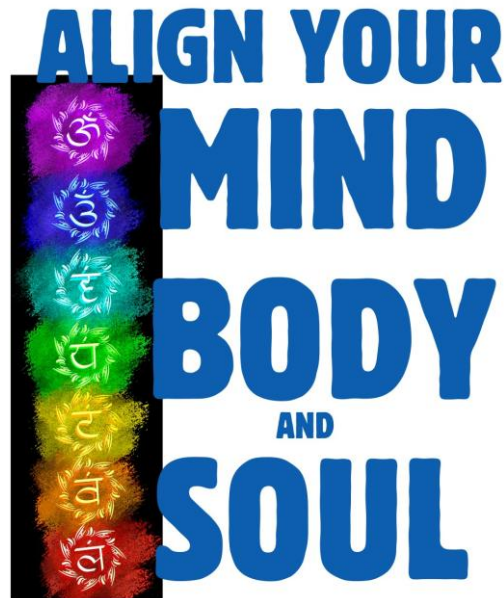
Grant

Product #00000000007 — Full Listing Report

Category: Chakra

Printify Listing: <https://printify.com/app/product-details/69d17722a7c4d81d400f40da>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000007.2 Grant.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Grant

URL Slug: grant-leoscorpioleo

Meta Description: Grant Tee — Align Your Mind, Body and Soul, chakra column art. Unisex, S–5XL.

Image Alt Text: White t-shirt with a vertical column of seven glowing rainbow chakra symbols on black, beside bold blue text reading 'Align Your Mind, Body and Soul.'

Thirteen Tags:

align mind body soul shirt · chakra column tee · spiritual alignment shirt · yoga graphic tee · energy centers t-shirt · meditation gift shirt · seven chakras vertical design · wellness graphic tee · mind body soul t-shirt · spiritual balance shirt · chakra energy tee · blue bold font chakra shirt · LeoScorpioLeo Chakra

Field 1 — Short Description (Next to the Photo)

Some days your mind's in one place, your body's in another, and your soul hasn't checked in yet.

Grant says the fix out loud — align your mind, body, and soul — with the seven energy centers glowing right there as the visual proof.

For the person actively doing the work to bring themselves back into one piece.

One mind. One body. One soul. Aligned.

Field 2 — Long Description (Description Tab)

Nobody talks about how exhausting it is to feel scattered across your own life — half in your head, half in your obligations, rarely all the way present. Grant names the actual goal instead of another vague "good vibes only": alignment, on purpose, across all three. That's Focus — one clear direction, not three competing ones.

Seven Centers, One Column

A full vertical run of the seven chakra symbols glows in rainbow color against black on one side, while bold, rounded type carries "Align Your Mind, Body and Soul" on the other — the column doing visually what the words say directly: everything, stacked, in order.

Focus means bringing your own scattered pieces back into one column.

The Perfect Gift for Someone Doing the Inner Work

There's a specific relief in finally feeling aligned instead of scattered — and that's the feeling Grant celebrates. He's for the friend deep in their yoga certification, the person who journals before the phone comes out, and anyone building a calmer relationship with themselves. Birthdays, new-practice milestones, or just because the alignment is showing.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — The design speaks before you do: a glowing chakra column beside a bold, direct call to align.
- **Gift-Ready** — Right for birthdays, new-practice milestones, or any day the alignment is showing.
- **Inclusive Sizing** — Everybody can wear the alignment — available S through 5XL.
- **LeoScorpioLeo Design** — Original chakra artwork, part of the LeoScorpioLeo Chakra collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Some days your mind's in one place, your body's in another, and your soul hasn't checked in yet."

Steak (the fact): a chakra graphic tee.

Sizzle (what we sell): the exhaustion of feeling scattered across your own life.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Grant says the fix out loud — align your mind, body, and soul — with the seven energy centers glowing right there as the visual proof."

Steak (the fact): the phrase "align your mind, body, and soul" beside chakra art.

Sizzle (what we sell): naming the actual goal instead of a vague vibe.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person actively doing the work to bring themselves back into one piece."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people doing the inner work on purpose.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"One mind. One body. One soul. Aligned."

Steak (the fact): the purchase.

Sizzle (what we sell): feeling aligned instead of scattered.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Nobody talks about how exhausting it is to feel scattered across your own life — half in your head, half in your obligations, rarely all the way present. Grant names the actual goal instead of another vague "good vibes only": alignment, on purpose, across all three. That's Focus — one clear direction, not three competing ones."

Steak (the fact): a printed chakra shirt.

Sizzle (what we sell): naming alignment as the real goal, not just "good vibes."

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"A full vertical run of the seven chakra symbols glows in rainbow color against black on one side, while bold, rounded type carries "Align Your Mind, Body and Soul" on the other — the column doing visually what the words say directly: everything, stacked, in order."

Steak (the fact): a vertical rainbow chakra column beside bold type.

Sizzle (what we sell): everything, stacked, in order — visually and literally.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Focus means bringing your own scattered pieces back into one column."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Focus.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific relief in finally feeling aligned instead of scattered — and that's the feeling Grant celebrates. He's for the friend deep in their yoga certification, the person who journals before the phone comes out, and anyone building a calmer relationship with themselves. Birthdays, new-practice milestones, or just because the alignment is showing."

Steak (the fact): a giftable chakra tee.

Sizzle (what we sell): celebrating someone's inner work.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Hannah

Product #000000000008 — Full Listing Report

Category: Chakra / Japanese

Printify Listing: <https://printify.com/app/product-details/69d68fa11665d3a06f06842a>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 000000000008.2 Hannah.svg · the version printed on white shirts

Note (SOP Rule 2.8 mandatory safeguard): the Japanese text in this listing is a first-pass, machine-assisted translation. Per the SOP, no bilingual listing may be published until the Japanese has been verified by a native speaker.

SEO & Metadata

Printify Title: Hannah

URL Slug: hannah-leoscorpioleo

Meta Description: Hannah Tee — Align Your Mind, Body and Soul, chakra art in Japanese. S–5XL.

Image Alt Text: White t-shirt with a vertical column of seven glowing rainbow chakra symbols on black, beside bold blue Japanese text reading 心体と魂を整える (Align Mind, Body and Soul).

Thirteen Tags:

chakra shirt japanese · align mind body soul japanese · japanese kanji graphic tee · spiritual alignment shirt · seven chakras vertical design · yoga gift shirt · meditation shirt gift · wellness graphic tee bilingual · mind body soul t-shirt · chakra energy tee · japanese text graphic shirt · spiritual balance shirt · LeoScorpioLeo Chakra

Field 1 — Short Description (Next to the Photo)

Some days your mind's in one place, your body's in another, and your soul hasn't checked in yet.

心はここに、体はそこに、魂はまだ追いついていない——そんな日もあります。

Hannah says the fix out loud — align your mind, body, and soul — with the seven energy centers glowing right there as the visual proof.

ハンナはその解決策をそのまま言葉にしました——

心、体、魂を整える。七つのエネルギーセンターがその証として輝いています。

For the person actively doing the work to bring themselves back into one piece.

自分自身をひとつに戻すために、日々努力している人のために。

One mind. One body. One soul. Aligned.

ひとつの心。ひとつの体。ひとつの魂。整った。

Field 2 — Long Description (Description Tab)

Nobody talks about how exhausting it is to feel scattered across your own life — half in your head, half in your obligations, rarely all the way present. Hannah names the actual goal instead of another vague "good vibes only": alignment, on purpose, across all three. That's Focus (F.O.R.C.E. Fed) — one clear direction, not three competing ones.

自分の人生の中でバラバラに感じてしまう疲れについて、誰も語りません——

頭の中は半分、義務にも半分、心から「今ここ」にいられることは滅多にありません。ハンナは曖昧な「良い波動」ではなく、本当の目標をはっきりと示します——意図的に、心・体・魂のすべてを整えること。それが

F.O.R.C.E. Fed (フォース・フェッド) の「Focus (集中)」——

三つの方向に引っ張られるのではなく、ひとつの明確な方向を持つことです。

Seven Centers, One Column

「七つの中心、ひとつの柱」

A full vertical run of the seven chakra symbols glows in rainbow color against black on one side, while bold, rounded type carries 心体と魂を整える (Align Your Mind, Body and Soul) on the other — the column doing visually what the words say directly: everything, stacked, in order.

片側には七つのチャクラのシンボルが虎色に輝きながら黒地に縦一列に並び、もう片側には太く丸みのある文字で「心体と魂を整える」と描かれています。その柱そのものが、言葉が語ることを視覚的に表しています——すべてが、順序よく、積み重なっている。

Focus means bringing your own scattered pieces back into one column.

「集中する」とは、バラバラになった自分の欠片を、ひとつの柱へと戻すことです。

The Perfect Gift for Someone Doing the Inner Work

「内面と向き合う人への、完璧な贈り物」

There's a specific relief in finally feeling aligned instead of scattered — and that's the feeling Hannah celebrates. She's for the friend deep in their yoga certification, the person who journals before the phone comes out, and anyone building a calmer relationship with themselves — English or Japanese speaking alike. Birthdays, new-practice milestones, or just because the alignment is showing.

バラバラだった自分がようやく整ったと感じる、あの特別な安寧——

ハンナが祝うのはその瞬間です。ヨガの資格取得に励む友人、スマホより先に日記を開く人、そして英語話者でも日本語話者でも、自分自身との穏やかな関係を築こうとするすべての人のために。誕生日、新しい実践の節目、あるいはただ「整った自分」を祝うために。

Why You'll Love It

- Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
最初の一着からしっかりとした着心地——
5.3オンスのプリシュランクコットン、日常使いに耐えるクラシックな重さ。
- Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
衿、袖、裾のダブルニードル縫いにより、何度洗っても形が保たれます。
- Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
どんな体型にも似合う——リラックスしたユニセックスシルエットで、重さ着もしやすい。
- The design speaks before you do: a glowing chakra column beside a bold, direct call to align, in Japanese and English alike.
デザインが言葉より先に語りかけます：輝くチャクラの柱と、整えを促す力強い言葉。
- Right for birthdays, new-practice milestones, or any day the alignment is showing.
誕生日、新しい実践の節目、そして「整った自分」を感じる日の贈り物に。
- Everybody can wear the alignment — available S through 5XL.
誰もがこの整いを着こなせる——Sから5XLまで展開。
- Original chakra artwork, part of the LeoScorpioLeo Chakra collection.
LeoScorpioLeo の Chakra コレクションのひとつ、オリジナルのチャクラアートワーク。

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

5.3オンスのプリシュランク100%コットン（20単級）——
しっかりとしたクラシックな重さ。クラシックフィット、シームレスチューブラーボディ。縫い目のない
7/8インチのリブカラー。首と肩にテープ補強。袖と裾はダブルニードル仕上げ。中心のシワを防ぐクォーターター
ーン裁断。タグは切り離し式でかゆみなし。繊維構成は色によって異なります（無地色は純100%コットン、ス
ポーツグレーは90/10、セーフティーカラーとヘザーカラーは50/50）。全て OEKO-TEX
認証の低環境負荷染料を使用。

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

LeoScorpioLeo デザイン——見た目もよく。気分もよく。行いもよく。それを次へ。

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Some days your mind's in one place, your body's in another, and your soul hasn't checked in yet."

Steak (the fact): a chakra graphic tee.

Sizzle (what we sell): the exhaustion of feeling scattered across your own life.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Hannah says the fix out loud — align your mind, body, and soul — with the seven energy centers glowing right there as the visual proof."

Steak (the fact): the phrase 心体と魂を整える beside chakra art.

Sizzle (what we sell): naming the actual goal instead of a vague vibe.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person actively doing the work to bring themselves back into one piece."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people doing the inner work on purpose.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"One mind. One body. One soul. Aligned."

Steak (the fact): the purchase.

Sizzle (what we sell): feeling aligned instead of scattered.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Nobody talks about how exhausting it is to feel scattered across your own life — half in your head, half in your obligations, rarely all the way present. Hannah names the actual goal instead of another vague "good vibes only": alignment, on purpose, across all three. That's Focus (F.O.R.C.E. Fed) — one clear direction, not three competing ones."

Steak (the fact): a printed chakra shirt.

Sizzle (what we sell): naming alignment as the real goal, not just "good vibes."

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"A full vertical run of the seven chakra symbols glows in rainbow color against black on one side, while bold, rounded type carries 心体と魂を整える (Align Your Mind, Body and Soul) on the other — the column doing visually what the words say directly: everything, stacked, in order."

Steak (the fact): a vertical rainbow chakra column beside bold Japanese type.

Sizzle (what we sell): everything, stacked, in order — visually and literally.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Focus means bringing your own scattered pieces back into one column."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Focus.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific relief in finally feeling aligned instead of scattered — and that's the feeling Hannah celebrates. She's for the friend deep in their yoga certification, the person who journals before the phone comes out, and anyone building a calmer relationship with themselves — English or Japanese speaking alike. Birthdays, new-practice milestones, or just because the alignment is showing."

Steak (the fact): a giftable, bilingual chakra tee.

Sizzle (what we sell): celebrating someone's inner work, in either language.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Izia

Product #00000000009 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a073de814136fc0de0dd569>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard

SELF- CARE
is not
SELFISH

Design: 00000000009.2 Izia.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Izia

URL Slug: izia-leoscorpioleo

Meta Description: Izia Tee — Self-Care is not Selfish, hand-lettered tee. Unisex, S–5XL.

Image Alt Text: White t-shirt with hand-drawn blue marker lettering reading 'Self-Care is not Selfish.'

Thirteen Tags:

self care shirt · self care is not selfish tee · mental health graphic tee · hand lettered quote shirt · wellness gift shirt · self love t-shirt · boundaries quote tee · therapy graphic shirt · mindfulness gift tee · blue hand drawn font shirt · self worth t-shirt · motivational self care shirt · LeoScorpioLeo Live a Little More

Field 1 — Short Description (Next to the Photo)

You still feel a flicker of guilt every time you say no to something, just to protect your own peace.

Izia puts the permission slip in writing — hand-lettered, unmistakable — so you stop needing anyone else's approval to rest.

For the person who gives everyone else the benefit of the doubt and rarely gives it to themselves.

Not selfish. Self-care.

Field 2 — Long Description (Description Tab)

Somewhere along the way, taking care of yourself got mistaken for taking something from someone else. Izia corrects the record in five words, hand-drawn like a note you'd leave for yourself on the mirror. That's Eat Something — the F.O.R.C.E. Fed reminder that your own maintenance isn't optional.

A Note Worth Reading Twice

The design keeps it simple and personal — warm, hand-drawn marker lettering spelling out "Self-Care is not Selfish" in blue, no clutter, nothing competing with the line itself, because the words are doing all the work.

Eating something — tending yourself first — is never selfish; it's the maintenance that makes everything else possible.

The Perfect Gift for the Person Who Always Puts Themselves Last

There's a specific kind of person who needs to hear this in someone else's voice before they'll believe it for themselves — Izia is for her. She's for the caregiver running on empty, the friend who over-apologizes for resting, and anyone relearning that "no" is a complete sentence. Birthdays, recovery milestones, or the quiet nudge someone needs to finally rest.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — The design speaks before you do: a warm, hand-drawn permission slip you can wear.
- **Gift-Ready** — Right for birthdays, recovery milestones, or the quiet nudge someone needs to finally rest.
- **Inclusive Sizing** — Everybody can wear the reminder — available S through 5XL.
- **LeoScorpioLeo Design** — Original hand-lettered artwork, part of the LeoScorpioLeo Live a Little More collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You still feel a flicker of guilt every time you say no to something, just to protect your own peace."

Steak (the fact): a hand-lettered graphic tee.

Sizzle (what we sell): the guilt of protecting your own peace.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Izia puts the permission slip in writing — hand-lettered, unmistakable — so you stop needing anyone else's approval to rest."

Steak (the fact): the phrase hand-drawn on cotton.

Sizzle (what we sell): a written permission slip to rest.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who gives everyone else the benefit of the doubt and rarely gives it to themselves."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people who rarely give themselves grace.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"Not selfish. Self-care."

Steak (the fact): the purchase.

Sizzle (what we sell): believing self-care isn't selfish.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Somewhere along the way, taking care of yourself got mistaken for taking something from someone else. Izia corrects the record in five words, hand-drawn like a note you'd leave for yourself on the mirror. That's Eat Something — the F.O.R.C.E. Fed reminder that your own maintenance isn't optional."

Steak (the fact): a printed hand-lettered shirt.

Sizzle (what we sell): correcting the mix-up between self-care and selfishness.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"The design keeps it simple and personal — warm, hand-drawn marker lettering spelling out "Self-Care is not Selfish" in blue, no clutter, nothing competing with the line itself, because the words are doing all the work."

Steak (the fact): warm, hand-drawn marker lettering.

Sizzle (what we sell): a note that reads like it was left for you personally.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Eating something — tending yourself first — is never selfish; it's the maintenance that makes everything else possible."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Eat Something.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific kind of person who needs to hear this in someone else's voice before they'll believe it for themselves — Izia is for her. She's for the caregiver running on empty, the friend who over-apologizes for resting, and anyone relearning that "no" is a complete sentence. Birthdays, recovery milestones, or the quiet nudge someone needs to finally rest."

Steak (the fact): a giftable hand-lettered tee.

Sizzle (what we sell): giving someone permission to finally rest.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Janice

Product #00000000010 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a2e17ed050ad4a8a1123850>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000010.2 Janice.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Janice

URL Slug: janice-leoscorpioleo

Meta Description: Janice Tee — Self-Care is not Selfish, bold outline tee. Unisex, S–5XL.

Image Alt Text: White t-shirt with blue hollow outline lettering reading 'Self-Care is not Selfish.'

Thirteen Tags:

self care outline shirt · self care is not selfish tee · bold outline quote shirt · mental health graphic tee · wellness gift shirt · self love t-shirt · boundaries quote tee · hollow font statement shirt · mindfulness gift tee · blue outline graphic tee · self worth t-shirt · motivational self care shirt · LeoScorpioLeo Live a Little More

Field 1 — Short Description (Next to the Photo)

You've said yes when you meant no often enough to know exactly what it costs you.

Janice stamps the same permission in bold outline — impossible to miss, impossible to argue with.

For the person setting the boundary out loud for the first time, not just thinking about it.

Not selfish. Settled.

Field 2 — Long Description (Description Tab)

Somewhere along the way, taking care of yourself got mistaken for taking something from someone else. Janice makes the correction impossible to soften — bold outline letters, stamped rather than whispered. That's Eat Something — the F.O.R.C.E. Fed reminder that your own maintenance isn't optional, and it isn't quiet either.

Stamped, Not Whispered

Where a softer version might fade into the background, Janice's hollow, bold-outline treatment of "Self-Care is not Selfish" holds its ground on the shirt — a boundary you can actually see, not just feel.

Eating something — tending yourself first — is never selfish; sometimes it just needs to be said louder.

The Perfect Gift for Someone Finally Setting the Boundary

There's a moment someone stops apologizing for resting and starts stating it plainly — that's the moment Janice is for. She's for the friend who just said no and meant it, the person done over-explaining their limits, and anyone who needs the reminder in bold instead of a whisper. Birthdays, new-boundary milestones, or the gift that backs her up.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — The design speaks before you do: a bold outline boundary you can actually see.
- **Gift-Ready** — Right for birthdays, new-boundary milestones, or the day someone finally said no and meant it.
- **Inclusive Sizing** — Everybody can wear the boundary — available S through 5XL.
- **LeoScorpioLeo Design** — Original outline artwork, a sibling to the Izia design in the LeoScorpioLeo Live a Little More collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You've said yes when you meant no often enough to know exactly what it costs you."

Steak (the fact): an outline-font statement tee.

Sizzle (what we sell): knowing exactly what saying yes when you meant no costs you.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Janice stamps the same permission in bold outline — impossible to miss, impossible to argue with."

Steak (the fact): the phrase printed in bold hollow outline.

Sizzle (what we sell): a permission stamped, not whispered.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person setting the boundary out loud for the first time, not just thinking about it."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people stating the boundary out loud.

Voice: Seth Godin + Christina Umerez/Starla Moore + Joanna Wiebe

Short — S4 The Close

"Not selfish. Settled."

Steak (the fact): the purchase.

Sizzle (what we sell): settling into the boundary instead of apologizing for it.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Somewhere along the way, taking care of yourself got mistaken for taking something from someone else. Janice makes the correction impossible to soften — bold outline letters, stamped rather than whispered. That's Eat Something — the F.O.R.C.E. Fed reminder that your own maintenance isn't optional, and it isn't quiet either."

Steak (the fact): a printed outline-font shirt.

Sizzle (what we sell): refusing to soften the correction any further.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Where a softer version might fade into the background, Janice's hollow, bold-outline treatment of "Self-Care is not Selfish" holds its ground on the shirt — a boundary you can actually see, not just feel."

Steak (the fact): hollow, bold-outline lettering.

Sizzle (what we sell): a boundary you can actually see, not just feel.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Eating something — tending yourself first — is never selfish; sometimes it just needs to be said louder."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Eat Something.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a moment someone stops apologizing for resting and starts stating it plainly — that's the moment Janice is for. She's for the friend who just said no and meant it, the person done over-explaining their limits, and anyone who needs the reminder in bold instead of a whisper. Birthdays, new-boundary milestones, or the gift that backs her up."

Steak (the fact): a giftable outline-font tee.

Sizzle (what we sell): backing up someone's first out-loud boundary.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Christina Umerez/Starla Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

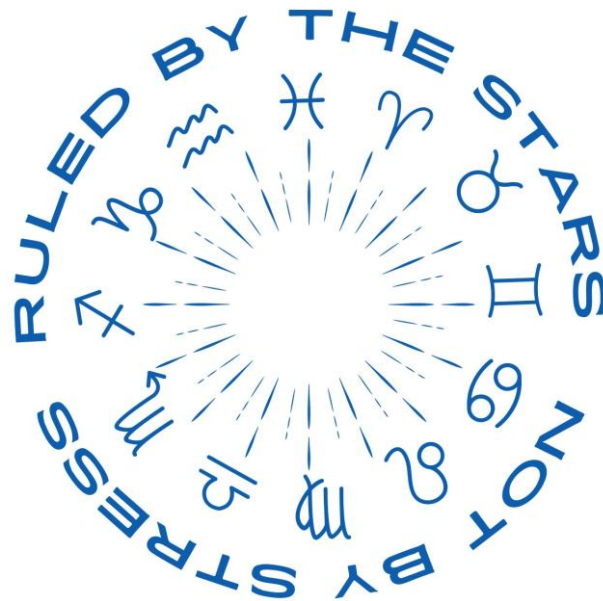
Katie

Product #00000000011 — Full Listing Report

Category: Astrology

Printify Listing: <https://printify.com/app/product-details/6a2e19989ee0bddb3b0d80f3>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000011.2 Katie.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Katie

URL Slug: katie

Meta Description: Katie Tee — Ruled by Stars Not by Stress, zodiac sunburst astrology design. Unisex, S–5XL.

Image Alt Text: Blackberry t-shirt with a blue zodiac sunburst of all twelve signs and the words Ruled by the Stars, Not by Stress arced around it

Thirteen Tags:

ruled by the stars shirt · astrology zodiac tee · not by stress t-shirt · zodiac sunburst graphic tee · horoscope lover shirt · twelve signs unisex tee · astrology gift shirt · calm the chaos t-shirt · zodiac symbol tee · star sign graphic shirt · LeoScorpioLeo Astrology · stress relief astrology tee · birth chart shirt

Field 1 — Short Description (Next to the Photo)

Your calendar's a mess, your inbox is worse, and somehow you're supposed to have it together anyway.

Katie doesn't promise control — she promises perspective: the same stars that have run this whole thing since before you got here are still running it now.

For the person who reads their horoscope before their to-do list.
Ruled by stars. Not by stress.

Field 2 — Long Description (Description Tab)

Everyone's white-knuckling their way through a schedule that was never going to slow down. Katie doesn't hand you another productivity hack — she hands you the oldest reframe there is: you were never actually driving this. That's Focus, the F.O.R.C.E. Fed way — one steady order to trust, instead of a hundred scattered anxieties to manage.

Twelve Signs, One Circle

All twelve zodiac symbols radiate out from a single sunburst center, ringed top and bottom by the line that ties it together — Ruled by the Stars, Not by Stress — hand-lettered in the same confident blue as the mark itself.

It's the shirt that gets a knowing nod from anyone who's ever checked their chart before checking their calendar.

Because the stress was always optional — the order underneath it never was.

The Perfect Gift for Someone Who Needs the Reminder

There's a specific moment when someone's spiraling over something they can't control, and this is the shirt for exactly that moment. She's for the friend who has a birth chart memorized, the person riding out a hard season, and anyone who could use permission to exhale. Birthdays, hard weeks, or any day the stars need to do some of the heavy lifting.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — The design speaks before you do: twelve signs, one sunburst, and a line that reframes the whole week.

Gift-Ready — Right for birthdays, hard weeks, or any day someone needs the stress handed back to the stars.

Inclusive Sizing — Everybody can wear the reminder — available S through 5XL.

LeoScorpioLeo Design — Original zodiac sunburst artwork, part of the LeoScorpioLeo Astrology collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd,
jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Your calendar's a mess, your inbox is worse, and somehow you're supposed to have it together anyway."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): instant recognition of a shared moment.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Katie doesn't promise control — she promises perspective: the same stars that have run this whole thing since before you got here are still running it now."

Steak (the fact): the on-shirt wording.

Sizzle (what we sell): positions the shirt as the wearer's own voice.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who reads their horoscope before their to-do list."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): the right buyer feels personally called out.
Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Ruled by stars. Not by stress."
Steak (the fact): "Add to cart."
Sizzle (what we sell): certainty at the moment of purchase.
Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's white-knuckling their way through a schedule that was never going to slow down. Katie doesn't hand you another productivity hack — she hands you the oldest reframe there is: you were never actually driving this. That's Focus, the F.O.R.C.E. Fed way — one steady order to trust, instead of a hundred scattered anxieties to manage."
Steak (the fact): a printed graphic tee.
Sizzle (what we sell): shared fatigue answered by a reframe.
Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"All twelve zodiac symbols radiate out from a single sunburst center, ringed top and bottom by the line that ties it together — Ruled by the Stars, Not by Stress — hand-lettered in the same confident blue as the mark itself. It's the shirt that gets a knowing nod from anyone who's ever checked their chart before checking their calendar."
Steak (the fact): the exact on-shirt art and lettering.
Sizzle (what we sell): the Purple Cow only this design can claim.
Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because the stress was always optional — the order underneath it never was."
Steak (the fact): (none, by design).
Sizzle (what we sell): the F.O.R.C.E. Fed thread, planted mid-story.
Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific moment when someone's spiraling over something they can't control, and this is the shirt for exactly that moment. She's for the friend who has a birth chart memorized, the person riding out a hard season, and anyone who could use permission to exhale. Birthdays, hard weeks, or any day the stars need to do some of the heavy lifting."
Steak (the fact): a giftable shirt.
Sizzle (what we sell): recognizing the right person, then removing hesitation.
Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"
Steak (the fact): cotton, stitching, fit, sizing, and artwork.
Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.
Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton..."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

DRAFT — UNVERIFIED TRANSLATION. Japanese lines drafted by Claude, not a certified translator. Per SOP Section 2.8, this listing must NOT be published until a native speaker has verified every Japanese line. NOT pushed to WooCommerce.

Lyla

Product #00000000012 — Full Listing Report

Category: Astrology, Japanese

Printify Listing: <https://printify.com/app/product-details/6a4573b7a05a6e59a80fdf32>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard (Section 2.8 Japanese Shirt Protocol)



Design: 00000000012.2 Lyla.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Lyla

URL Slug: lyla

Meta Description: Lyla Tee — Ruled by Stars Not by Stress, bilingual English/Japanese astrology tee. Unisex, S-5XL.

Image Alt Text: Blackberry t-shirt with a blue zodiac sunburst of all twelve signs and bilingual English/Japanese text arced around it

Thirteen Tags:

ruled by the stars japanese shirt · bilingual astrology tee · zodiac sunburst graphic tee · japanese · horoscope lover shirt · twelve signs unisex tee · astrology gift shirt bilingual · japanese zodiac t-shirt · star sign graphic shirt · LeoScorpioLeo Astrology · stress relief astrology tee · birth chart shirt · english japanese graphic tee · sibling to Katie shirt

Field 1 — Short Description (Next to the Photo, Bilingual)

Your calendar's a mess, your inbox is worse, and somehow you're supposed to have it together anyway.

予定はぐちゃぐちゃ、メールはもっとひどい。それでもなぜか、ちゃんとしていなければいけない気がします。

Katie doesn't promise control — she promises perspective: the same stars that have run this whole thing since before you got here are still running it now.

ケイティが約束するのはコントロールではなく、視点です——あなたが生まれる前からずっとこの世界を導いてきた星々は、今もそのまま導き続けています。

For the person who reads their horoscope before their to-do list.

やることリストより先に、今日の星占いを読む人のために。

Ruled by stars. Not by stress.

星に支配されて。ストレスによるものではなく。

Field 2 — Long Description (Description Tab, Bilingual)

Everyone's white-knuckling their way through a schedule that was never going to slow down. Katie doesn't hand you another productivity hack — she hands you the oldest reframe there is: you were never actually driving this. That's Focus, the F.O.R.C.E. Fed way — one steady order to trust, instead of a hundred scattered anxieties to manage.

誰もが、決して緩まないスケジュールに必死でしがみついています。ケイティは新しい効率化のコツを渡すのではなく、最も古い視点の転換を渡します——そもそも、あなたが操縦していたわけではないのです。それが F.O.R.C.E. Fed（フォース・フェッド）の「Focus（集中）」——管理しきれない百の不安の代わりに、信頼できるひとつの秩序を選ぶことです。

Twelve Signs, One Circle

十二星座、ひとつの輪

All twelve zodiac symbols radiate out from a single sunburst center, ringed top and bottom by the line that ties it together — Ruled by the Stars, Not by Stress — hand-lettered in the same confident blue as the mark itself.

十二星座すべてのシンボルが、中心から放射状に広がっています。その上下を囲むように、すべてをひとつにまとめる言葉が手描きの力強い青で描かれています——「星に支配されて、ストレスによるものではなく」。

It's the shirt that gets a knowing nod from anyone who's ever checked their chart before checking their calendar.

予定表より先にホロスコープを確認したことがある人なら、思わずうなずいてしまう一枚です。

Because the stress was always optional — the order underneath it never was.

なぜなら、ストレスはいつだって選択肢のひとつに過ぎず、その奥にある秩序は決して揺らおばないからです。

The Perfect Gift for Someone Who Needs the Reminder

その気づきを必要としている人への、完璧な贈り物

There's a specific moment when someone's spiraling over something they can't control, and this is the shirt for exactly that moment. She's for the friend who has a birth chart

memorized, the person riding out a hard season, and anyone who could use permission to exhale. Birthdays, hard weeks, or any day the stars need to do some of the heavy lifting. 自分ではどうにもできないことに思い悩み、頭の中がぐるぐると渦を巻いてしまう瞬間があります——この一枚は、まさにその瞬間のためのものです。出生図をそらで言えるほど詳しい友人、大変な季節を乗り越えている人、そして一息つく許可を必要としているすべての人のために。誕生日、辛い一週間、あるいは星に少し重荷を預けたい日に。

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

最初の一着からしっかりとした着心地——5.3 オンスのプリシュランクコットン、日常使いに耐えるクラシックな重さ。

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

衛、袖、裾のダブルニードル縫いにより、何度洗っても形が保たれます。

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

どんな体型にも似合う——リラックスしたユニセックスシルエットで、重さ着もしやすい。

Statement Piece — The design speaks before you do: twelve signs, one sunburst, and a line that reframes the whole week.

デザインが言葉より先に語りかけます：十二星座、ひとつの光の輪、そして一週間の見方を変える一行。

Gift-Ready — Right for birthdays, hard weeks, or any day someone needs the stress handed back to the stars.

誕生日、辛い一週間、あるいはストレスを星に預け直したい日の贈り物に。

Inclusive Sizing — Everybody can wear the reminder — available S through 5XL.

誰もがこの気づきを着こなせる——S から 5XL まで展開。

LeoScorpioLeo Design — Original zodiac sunburst artwork, part of the LeoScorpioLeo Astrology collection.

LeoScorpioLeo の Astrology コレクションのひとつ、オリジナルの十二星座アートワーク。

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy.

Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

5.3 オンスのプリシュランク 100%コットン（20 単級）——しっかりとしたクラシックな重さ。クラシックフィット、シームレスチューブラーボディ。縫い目のない 7/8 インチのリブカラー。首と肩にテープ補強。袖と裾はダブルニードル仕上げ。中心のシワを防ぐクォーターターン裁断。タグは切り離し式でかゆみなし。繊維構成は色によって異なります（無地色は純 100%コットン、スポーツグレーは 90/10、セーフティーカラーとヘザーカラーは 50/50）。全て OEKO-TEX 認証の低環境負荷染料を使用。

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

LeoScorpioLeo デザイン——見た目もよく。気分もよく。行いもよく。それを次へ。

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Translation Verification Checklist

[] PENDING — Japanese lines drafted by Claude (not a certified translator). Per SOP Section 2.8, no bilingual listing may be published until a native speaker has verified every Japanese line. Machine/AI translation drafts the mirror only.

Michael

Product #00000000013 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a45802ad03e2975b4085d10>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard

**MINDSET
OVER
EVERYTHING**

Design: 00000000013.1 Michael.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Michael

URL Slug: michael

Meta Description: Michael Tee — Mindset Over Everything, bold statement graphic tee.

Unisex, S-5XL.

Image Alt Text: Black t-shirt with bold solid blue lettering reading Mindset Over Everything across the chest

Thirteen Tags:

mindset over everything shirt · self improvement t-shirt · mental toughness tee · growth mindset graphic tee · motivational statement shirt · bold lettering t-shirt · mindset quote tee · personal growth shirt · daily reminder t-shirt · resilience graphic tee · LeoScorpioLeo Live a Little More · focus mindset shirt · self talk t-shirt

Field 1 — Short Description (Next to the Photo)

Two people can have the exact same week and walk away with completely different stories. Michael puts the variable in plain sight — not the circumstances, the mindset running underneath them.

For the person who's already figured out that the story they tell themselves is the one that sticks.

Mindset over everything. Full stop.

Field 2 — Long Description (Description Tab)

Everyone's looking for the one change that fixes everything — the job, the routine, the relationship. Michael names the actual lever: none of that moves until the mindset does first. That's Focus — one clear internal decision outranking every external circumstance.

The Words, Solid

Bold, rounded letters state it plainly — MINDSET OVER EVERYTHING — no ornament, no qualifier, because the claim doesn't need decoration to land.

It's the shirt that reads like a decision already made.

Because the mind moves first, or nothing does.

The Perfect Gift for Someone Rewriting Their Own Story

There's a specific day someone stops blaming the circumstances and starts owning the lens — that's the day for Michael. He's for the friend deep in a hard rebuild, the person who reads self-improvement books cover to cover, and anyone who needs the reminder stated flat. Birthdays, fresh starts, or any Monday that needed saying out loud.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — The design speaks before you do: bold, solid, and final — a claim that doesn't hedge.

Gift-Ready — Right for birthdays, fresh starts, or any day the mindset needed to be named out loud.

Inclusive Sizing — Everybody can wear the mindset — available S through 5XL.

LeoScorpioLeo Design — Original artwork built on the LeoScorpioLeo truth: mindset over everything.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy.

Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0

Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
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Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Two people can have the exact same week and walk away with completely different stories."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): instant recognition of a shared moment.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Michael puts the variable in plain sight — not the circumstances, the mindset running underneath them."

Steak (the fact): the on-shirt wording.

Sizzle (what we sell): positions the shirt as the wearer's own voice.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who's already figured out that the story they tell themselves is the one that sticks."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): the right buyer feels personally called out.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Mindset over everything. Full stop."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty at the moment of purchase.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's looking for the one change that fixes everything — the job, the routine, the relationship. Michael names the actual lever: none of that moves until the mindset does first. That's Focus — one clear internal decision outranking every external circumstance."

Steak (the fact): a printed graphic tee.

Sizzle (what we sell): shared fatigue answered by a reframe.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Bold, rounded letters state it plainly — MINDSET OVER EVERYTHING — no ornament, no qualifier, because the claim doesn't need decoration to land. It's the shirt that reads like a decision already made."

Steak (the fact): the exact on-shirt art and lettering.

Sizzle (what we sell): the Purple Cow only this design can claim.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because the mind moves first, or nothing does."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread, planted mid-story.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific day someone stops blaming the circumstances and starts owning the lens — that's the day for Michael. He's for the friend deep in a hard rebuild, the person who reads self-improvement books cover to cover, and anyone who needs the reminder stated flat. Birthdays, fresh starts, or any Monday that needed saying out loud."

Steak (the fact): a giftable shirt.

Sizzle (what we sell): recognizing the right person, then removing hesitation.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton..."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Natalie

Product #00000000014 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a458267882e57ced407ab10>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000014.2 Natalie.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Natalie

URL Slug: natalie

Meta Description: Natalie Tee — Mindset Over Everything, hollow outline statement tee. Unisex, S-5XL.

Image Alt Text: Midnight blue t-shirt with hollow outline lettering reading Mindset Over Everything across the chest

Thirteen Tags:

mindset over everything outline shirt · hollow font statement tee · self improvement graphic tee · growth mindset outline shirt · work in progress t-shirt · mindset quote tee · personal growth shirt · daily reminder t-shirt · resilience graphic tee · LeoScorpioLeo Live a Little More · focus mindset shirt · honest process t-shirt · outline lettering tee

Field 1 — Short Description (Next to the Photo)

You know the mindset is the answer. You're just not all the way there yet.

Natalie doesn't pretend otherwise — the same claim as Michael, left open on purpose, because the mindset shift is a process, not a switch.

For the person who's working on it, openly, without pretending they've already arrived. Mindset over everything. Still in progress.

Field 2 — Long Description (Description Tab)

Everyone's looking for the one change that fixes everything — the job, the routine, the relationship. Natalie names the actual lever, honestly: the mindset shift is real, but it's not finished yet. That's Focus, admitted out loud instead of faked.

The Words, Still Being Filled In

Where the solid version states the claim as fact, Natalie's hollow-outline treatment of MINDSET OVER EVERYTHING leaves it open — traced, not filled — an honest admission that the shift is still underway.

Same claim, same confidence, just truthful about the stage it's in.
Because the mind moves first — even when it's still moving.

The Perfect Gift for Someone Mid-Rebuild

There's a specific kind of honesty in someone who's doing the work and isn't finished yet — that's who Natalie is for. She's for the friend mid-transition, the person who journals through the hard parts, and anyone who'd rather admit the process than fake the result. Milestones, new-chapter moments, or the nudge to keep going.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — The design speaks before you do: an honest outline, still being filled in.

Gift-Ready — Right for milestones, new-chapter moments, or any mindset still under construction.

Inclusive Sizing — Everybody can wear the process — available S through 5XL.

LeoScorpioLeo Design — Original outline artwork, a sibling to the Michael design in the LeoScorpioLeo Live a Little More collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You know the mindset is the answer. You're just not all the way there yet."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): instant recognition of a shared moment.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Natalie doesn't pretend otherwise — the same claim as Michael, left open on purpose, because the mindset shift is a process, not a switch."

Steak (the fact): the on-shirt wording.

Sizzle (what we sell): positions the shirt as the wearer's own voice.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who's working on it, openly, without pretending they've already arrived."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): the right buyer feels personally called out.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Mindset over everything. Still in progress."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty at the moment of purchase.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's looking for the one change that fixes everything — the job, the routine, the relationship. Natalie names the actual lever, honestly: the mindset shift is real, but it's not finished yet. That's Focus, admitted out loud instead of faked."

Steak (the fact): a printed graphic tee.

Sizzle (what we sell): shared fatigue answered by a reframe.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Where the solid version states the claim as fact, Natalie's hollow-outline treatment of MINDSET OVER EVERYTHING leaves it open — traced, not filled — an honest admission that the shift is still underway. Same claim, same confidence, just truthful about the stage it's in."

Steak (the fact): the exact on-shirt art and lettering.

Sizzle (what we sell): the Purple Cow only this design can claim.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because the mind moves first — even when it's still moving."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread, planted mid-story.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific kind of honesty in someone who's doing the work and isn't finished yet — that's who Natalie is for. She's for the friend mid-transition, the person who journals through the hard parts, and anyone who'd rather admit the process than fake the result. Milestones, new-chapter moments, or the nudge to keep going."

Steak (the fact): a giftable shirt.

Sizzle (what we sell): recognizing the right person, then removing hesitation.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton..."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Olivia

Product #00000000015 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a48280a822d70cd720c8f42>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard

**PROGRESS
NOT
PERFECTION**

Design: 00000000015.2 Olivia.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Olivia

URL Slug: olivia

Meta Description: Olivia Tee — Progress Not Perfection, hand-lettered statement tee.

Unisex, S-5XL.

Image Alt Text: Tennessee Orange t-shirt with solid blue hand-lettering reading Progress Not Perfection across the chest

Thirteen Tags:

progress not perfection shirt · perfectionist recovery tee · self compassion graphic tee · hand lettered statement shirt · messy middle t-shirt · personal growth tee · milestone gift shirt · daily reminder t-shirt · own yourself graphic tee · LeoScorpioLeo Live a Little More · good enough shirt · growth journey tee · recovering perfectionist gift

Field 1 — Short Description (Next to the Photo)

You redid it four times and you're still not happy with it.

Olivia calls off the perfectionism before it calls off you — progress counted, perfection never required.

For the person whose inner critic never clocks out.

Progress. Not perfection.

Field 2 — Long Description (Description Tab)

Everyone's chasing a finished version of themselves that was never actually the goal. Olivia interrupts that chase mid-sentence: the goal was always progress, not some flawless final draft. That's Own Yourself — claiming the messy middle instead of waiting for a perfect version that doesn't exist.

The Permission, In Writing

Bold, rounded hand-lettering states PROGRESS NOT PERFECTION in solid blue — a plain, unhedged permission slip, worn where you'll actually see it. It's the shirt that talks someone off the ledge of their own inner critic, including its wearer. Because owning yourself means owning the draft, not just the finished piece.

The Perfect Gift for the Recovering Perfectionist

There's a specific kind of relief in someone finally hearing that good enough is actually enough — that's the moment Olivia is for. She's for the friend who redoes everything twice, the person deep in a hard new skill, and anyone who needs the reminder that progress counts. Birthdays, milestones, or the shirt that talks someone down from starting over again.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — The design speaks before you do: a plain, unhedged permission slip against perfectionism.

Gift-Ready — Right for birthdays, milestones, or any day someone needs to hear that progress counts.

Inclusive Sizing — Everybody can wear the permission — available S through 5XL.

LeoScorpioLeo Design — Original hand-lettered artwork, part of the LeoScorpioLeo Live a Little More collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center)	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0

back), in								
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You redid it four times and you're still not happy with it."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): instant recognition of a shared moment.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Olivia calls off the perfectionism before it calls off you — progress counted, perfection never required."

Steak (the fact): the on-shirt wording.

Sizzle (what we sell): positions the shirt as the wearer's own voice.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person whose inner critic never clocks out."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): the right buyer feels personally called out.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Progress. Not perfection."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty at the moment of purchase.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's chasing a finished version of themselves that was never actually the goal. Olivia interrupts that chase mid-sentence: the goal was always progress, not some flawless final

draft. That's Own Yourself — claiming the messy middle instead of waiting for a perfect version that doesn't exist."

Steak (the fact): a printed graphic tee.

Sizzle (what we sell): shared fatigue answered by a reframe.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Bold, rounded hand-lettering states PROGRESS NOT PERFECTION in solid blue — a plain, unhedged permission slip, worn where you'll actually see it. It's the shirt that talks someone off the ledge of their own inner critic, including its wearer."

Steak (the fact): the exact on-shirt art and lettering.

Sizzle (what we sell): the Purple Cow only this design can claim.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because owning yourself means owning the draft, not just the finished piece."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread, planted mid-story.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific kind of relief in someone finally hearing that good enough is actually enough — that's the moment Olivia is for. She's for the friend who redoes everything twice, the person deep in a hard new skill, and anyone who needs the reminder that progress counts. Birthdays, milestones, or the shirt that talks someone down from starting over again."

Steak (the fact): a giftable shirt.

Sizzle (what we sell): recognizing the right person, then removing hesitation.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton..."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Preston

Product #00000000016 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a49280beb9cf3871d05209e>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000016.2 Preston.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Preston

URL Slug: preston

Meta Description: Preston Tee — Progress Not Perfection, hollow outline statement tee.

Unisex, S–5XL.

Image Alt Text: Blue t-shirt with hollow outline lettering reading Progress Not Perfection across the chest

Thirteen Tags:

progress not perfection outline shirt · perfectionist recovery tee · self compassion graphic tee · hollow font statement shirt · letting go t-shirt · personal growth tee · milestone gift shirt · daily reminder t-shirt · own yourself graphic tee · LeoScorpioLeo Live a Little More · inner critic shirt · growth journey tee · gentle reminder gift

Field 1 — Short Description (Next to the Photo)

You redid it four times and you're still not happy with it.

Preston doesn't pretend the perfectionism is gone — just traced instead of filled in, honest about the work still happening.

For the person who's easing off the inner critic, one unfinished edge at a time.

Progress. Still not perfect. Still counts.

Field 2 — Long Description (Description Tab)

Everyone's chasing a finished version of themselves that was never actually the goal.

Preston admits what Olivia states outright: letting go of perfectionism is itself a work in progress. That's Own Yourself, honest about the unfinished parts.

The Outline of Letting Go

Where the solid version commits to the claim in full, Preston's hollow-outline treatment of PROGRESS NOT PERFECTION leaves the letters open — a visual admission that easing off perfectionism is its own unfinished project.

Same permission slip, just honest about still needing to read it twice.
Because owning yourself sometimes means owning that you're still working on owning yourself.

The Perfect Gift for Someone Easing Off the Inner Critic

There's a specific kind of progress in someone who's catching themselves mid-spiral instead of finishing it — that's who Preston is for. He's for the friend relearning to leave a first draft alone, the person unlearning old perfectionist habits, and anyone who needs the reminder gently, not stated flat. Milestones, new-skill wins, or the nudge to stop redoing it.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — The design speaks before you do: an honest outline, still letting go.

Gift-Ready — Right for milestones, new-skill wins, or any day someone needs to stop redoing it.

Inclusive Sizing — Everybody can wear the permission — available S through 5XL.

LeoScorpioLeo Design — Original outline artwork, a sibling to the Olivia design in the LeoScorpioLeo Live a Little More collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance,	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

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Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You redid it four times and you're still not happy with it."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): instant recognition of a shared moment.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Preston doesn't pretend the perfectionism is gone — just traced instead of filled in, honest about the work still happening."

Steak (the fact): the on-shirt wording.

Sizzle (what we sell): positions the shirt as the wearer's own voice.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who's easing off the inner critic, one unfinished edge at a time."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): the right buyer feels personally called out.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Progress. Still not perfect. Still counts."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty at the moment of purchase.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's chasing a finished version of themselves that was never actually the goal.

Preston admits what Olivia states outright: letting go of perfectionism is itself a work in progress. That's Own Yourself, honest about the unfinished parts."

Steak (the fact): a printed graphic tee.

Sizzle (what we sell): shared fatigue answered by a reframe.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Where the solid version commits to the claim in full, Preston's hollow-outline treatment of PROGRESS NOT PERFECTION leaves the letters open — a visual admission that easing off perfectionism is its own unfinished project. Same permission slip, just honest about still needing to read it twice."

Steak (the fact): the exact on-shirt art and lettering.

Sizzle (what we sell): the Purple Cow only this design can claim.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because owning yourself sometimes means owning that you're still working on owning yourself."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread, planted mid-story.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific kind of progress in someone who's catching themselves mid-spiral instead of finishing it — that's who Preston is for. He's for the friend relearning to leave a first draft alone, the person unlearning old perfectionist habits, and anyone who needs the reminder gently, not stated flat. Milestones, new-skill wins, or the nudge to stop redoing it."

Steak (the fact): a giftable shirt.

Sizzle (what we sell): recognizing the right person, then removing hesitation.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton..."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Quincy

Product #00000000017 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a493107eb9cf3871d052872>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard

YOU'RE DOING BETTER THAN YOU THINK

Design: 00000000017.2 Quincy.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Quincy

URL Slug: quincy

Meta Description: Quincy Tee — You're Doing Better Than You Think, reassurance statement tee. Unisex, S-5XL.

Image Alt Text: Blue t-shirt with solid lettering reading You're Doing Better Than You Think across the chest

Thirteen Tags:

you're doing better than you think shirt · self reassurance tee · mental health graphic tee · encouragement statement shirt · hard week t-shirt · self compassion tee · milestone gift shirt · daily reminder t-shirt · reinforce yourself graphic tee · LeoScorpioLeo Live a Little More · self belief shirt · validation tee · supportive gift shirt

Field 1 — Short Description (Next to the Photo)

You did the math on today and came up short, again.

Quincy runs the numbers differently — not by what's left undone, but by what you actually carried.

For the person who's their own harshest judge and never applies for the job.

You're doing better than you think. Actually.

Field 2 — Long Description (Description Tab)

Everyone's keeping a private scoreboard of everything they didn't get to today. Quincy throws the scoreboard out and states the actual count: you're doing better than you think. That's Reinforce Yourself — the belief you keep about yourself is a decision, not a verdict.

The Reassurance, Spelled Out

Clean, confident lettering states YOU'RE DOING BETTER THAN YOU THINK in two solid lines, no qualifiers, no soft edges — the kind of reminder someone needs to actually see, not just hear.

It's the shirt that catches someone mid-spiral and hands them a different number.

Because the story you reinforce about yourself is the one that sticks.

The Perfect Gift for Someone Being Too Hard on Themselves

There's a specific late-night spiral this shirt is built for — the one where someone's replaying everything they got wrong. Quincy is for the friend running on empty and still showing up, the person who never gives themselves credit, and anyone who needs the math redone in their favor. Birthdays, hard weeks, or any day someone needs the reminder in writing.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — The design speaks before you do: a plainly stated reassurance built to be seen on a hard day.

Gift-Ready — Right for birthdays, hard weeks, or any day someone needs the reminder in writing.

Inclusive Sizing — Everybody can wear the reassurance — available S through 5XL.

LeoScorpioLeo Design — Original lettering artwork, part of the LeoScorpioLeo Live a Little More collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You did the math on today and came up short, again."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): instant recognition of a shared moment.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Quincy runs the numbers differently — not by what's left undone, but by what you actually carried."

Steak (the fact): the on-shirt wording.

Sizzle (what we sell): positions the shirt as the wearer's own voice.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who's their own harshest judge and never applies for the job."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): the right buyer feels personally called out.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"You're doing better than you think. Actually."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty at the moment of purchase.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's keeping a private scoreboard of everything they didn't get to today. Quincy throws the scoreboard out and states the actual count: you're doing better than you think. That's Reinforce Yourself — the belief you keep about yourself is a decision, not a verdict."

Steak (the fact): a printed graphic tee.

Sizzle (what we sell): shared fatigue answered by a reframe.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Clean, confident lettering states YOU'RE DOING BETTER THAN YOU THINK in two solid lines, no qualifiers, no soft edges — the kind of reminder someone needs to actually see, not just hear. It's the shirt that catches someone mid-spiral and hands them a different number."

Steak (the fact): the exact on-shirt art and lettering.

Sizzle (what we sell): the Purple Cow only this design can claim.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because the story you reinforce about yourself is the one that sticks."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread, planted mid-story.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific late-night spiral this shirt is built for — the one where someone's replaying everything they got wrong. Quincy is for the friend running on empty and still showing up, the person who never gives themselves credit, and anyone who needs the math redone in their favor. Birthdays, hard weeks, or any day someone needs the reminder in writing."

Steak (the fact): a giftable shirt.

Sizzle (what we sell): recognizing the right person, then removing hesitation.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton..."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Raegan

Product #00000000018 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a4932506c317d3285000a2e>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard

YOU'RE DOING BETTER
THAN YOU THINK

Design: 00000000018.2 Raegan.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Raegan

URL Slug: raegan

Meta Description: Raegan Tee — You're Doing Better Than You Think, hollow outline reassurance tee. Unisex, S-5XL.

Image Alt Text: Blue t-shirt with hollow outline lettering reading You're Doing Better Than You Think across the chest

Thirteen Tags:

you're doing better than you think outline shirt · self reassurance tee · mental health graphic tee · gentle encouragement shirt · quiet hard day t-shirt · self compassion tee · milestone gift shirt · daily reminder t-shirt · reinforce yourself graphic tee · LeoScorpioLeo Live a Little More · self belief shirt · soft validation tee · supportive gift shirt

Field 1 — Short Description (Next to the Photo)

You did the math on today and came up short, again.

Raegan doesn't argue the point outright — just traces it, letting the words sit a little softer, still there when you're ready to believe them.

For the person who needs the reassurance gently, not stated flat.

You're doing better than you think. Even now.

Field 2 — Long Description (Description Tab)

Everyone's keeping a private scoreboard of everything they didn't get to today. Raegan doesn't shout the correction — she just leaves it there, quietly, for whenever it's ready to land. That's Reinforce Yourself, offered softly instead of stated flat.

The Reassurance, Left Open

Where the solid version states the reassurance outright, Raegan's hollow-outline treatment of YOU'RE DOING BETTER THAN YOU THINK leaves the letters traced instead of filled — softer, quieter, easier to actually believe on a hard day.

Same message, just given room to land instead of demanding it.

Because sometimes reinforcement works better as a whisper than a headline.

The Perfect Gift for Someone Who Needs It Gently

There's a specific kind of person who deflects a compliment the second it's given — that's who Raegan is for. She's for the friend who can't hear the reassurance stated flat, the person quietly carrying more than they let on, and anyone who needs the reminder to arrive softly. Birthdays, quiet hard days, or the gift that doesn't ask for a reaction.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — The design speaks before you do: a quiet outline reassurance, easier to actually believe.

Gift-Ready — Right for birthdays, quiet hard days, or any moment that needs the reminder gently.

Inclusive Sizing — Everybody can wear the reassurance — available S through 5XL.

LeoScorpioLeo Design — Original outline artwork, a sibling to the Quincy design in the LeoScorpioLeo Live a Little More collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You did the math on today and came up short, again."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): instant recognition of a shared moment.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Raegan doesn't argue the point outright — just traces it, letting the words sit a little softer, still there when you're ready to believe them."

Steak (the fact): the on-shirt wording.

Sizzle (what we sell): positions the shirt as the wearer's own voice.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who needs the reassurance gently, not stated flat."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): the right buyer feels personally called out.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"You're doing better than you think. Even now."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty at the moment of purchase.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's keeping a private scoreboard of everything they didn't get to today. Raegan doesn't shout the correction — she just leaves it there, quietly, for whenever it's ready to land. That's Reinforce Yourself, offered softly instead of stated flat."

Steak (the fact): a printed graphic tee.

Sizzle (what we sell): shared fatigue answered by a reframe.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Where the solid version states the reassurance outright, Raegan's hollow-outline treatment of YOU'RE DOING BETTER THAN YOU THINK leaves the letters traced instead of filled — softer, quieter, easier to actually believe on a hard day. Same message, just given room to land instead of demanding it."

Steak (the fact): the exact on-shirt art and lettering.

Sizzle (what we sell): the Purple Cow only this design can claim.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because sometimes reinforcement works better as a whisper than a headline."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread, planted mid-story.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific kind of person who deflects a compliment the second it's given — that's who Raegan is for. She's for the friend who can't hear the reassurance stated flat, the person quietly carrying more than they let on, and anyone who needs the reminder to arrive softly. Birthdays, quiet hard days, or the gift that doesn't ask for a reaction."

Steak (the fact): a giftable shirt.

Sizzle (what we sell): recognizing the right person, then removing hesitation.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton..."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

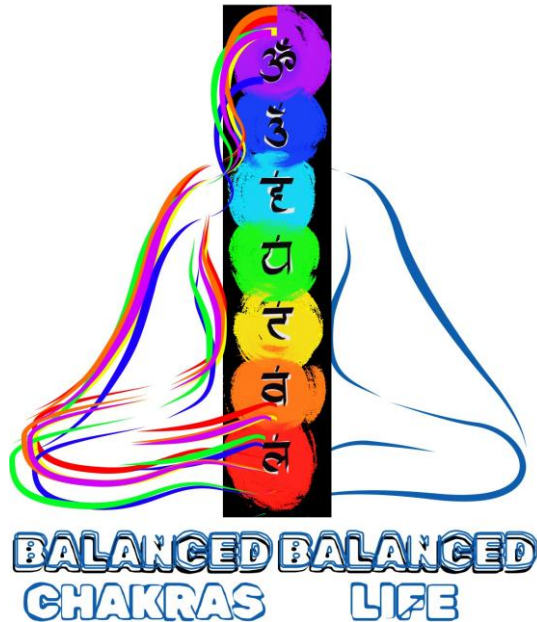
Sarah

Product #00000000019 — Full Listing Report

Category: Chakra

Printify Listing: <https://printify.com/app/product-details/6a4933a46c317d3285000b4e>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000019.2 Sarah.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Sarah

URL Slug: sarah

Meta Description: Sarah Tee — Balanced Chakras Balanced Life, seven-chakra column design. Unisex, S–5XL.

Image Alt Text: T-shirt with a rainbow column of seven chakra symbols down a seated silhouette and the words Balanced Chakras Balanced Life below

Thirteen Tags:

balanced chakras balanced life shirt · chakra column graphic tee · seven chakras t-shirt · yoga practice gift shirt · energy work tee · chakra balance graphic tee · meditation statement shirt · spiritual gift tee · LeoScorpioLeo Chakra collection · rainbow chakra shirt · mind body soul tee · yoga teacher gift shirt · chakra alignment t-shirt

Field 1 — Short Description (Next to the Photo)

Everything feels off and you can't point to any one thing that's actually wrong.

Sarah traces it back to the same seven centers every time — balance the chakras, and the life around them steadies too.

For the person who treats their energy like it's worth maintaining, not just their calendar.

Balanced chakras. Balanced life. That's the whole equation.

Field 2 — Long Description (Description Tab)

Everyone's optimizing their schedule and wondering why they still feel scattered. Sarah points somewhere else entirely: not the calendar, the seven centers underneath it. That's Focus — the same chakra family as Grant and Elysia, this time aimed straight at the life it actually produces.

Seven Centers, Traced in Color

A full rainbow column of the seven chakra symbols runs down the spine of a seated silhouette, roots of colored energy trailing outward from the base — with BALANCED CHAKRAS / BALANCED LIFE lettered below in matching outline blue.

It's the shirt that names the actual cause instead of another symptom to manage. Because the life follows the centers, not the other way around.

The Perfect Gift for Someone Building Their Practice

There's a specific relief in tracing 'off' back to something you can actually work on — that's the feeling Sarah names. She's for the friend deep in their yoga practice, the person who treats energy work as maintenance, not mysticism, and anyone rebuilding a life around actual balance instead of just a fuller calendar. Birthdays, practice milestones, or the reminder that the centers come first.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — The design speaks before you do: seven centers in color, tracing straight down to the life they build.

Gift-Ready — Right for birthdays, practice milestones, or any day the centers need tending before the calendar does.

Inclusive Sizing — Everybody can wear the balance — available S through 5XL.

LeoScorpioLeo Design — Original chakra artwork, part of the LeoScorpioLeo Chakra collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy.

Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd,
jameshanyusmith@leoscordioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Everything feels off and you can't point to any one thing that's actually wrong."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): instant recognition of a shared moment.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Sarah traces it back to the same seven centers every time — balance the chakras, and the life around them steadies too."

Steak (the fact): the on-shirt wording.

Sizzle (what we sell): positions the shirt as the wearer's own voice.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who treats their energy like it's worth maintaining, not just their calendar."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): the right buyer feels personally called out.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Balanced chakras. Balanced life. That's the whole equation."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty at the moment of purchase.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's optimizing their schedule and wondering why they still feel scattered. Sarah points somewhere else entirely: not the calendar, the seven centers underneath it. That's Focus — the same chakra family as Grant and Elysia, this time aimed straight at the life it actually produces."

Steak (the fact): a printed graphic tee.

Sizzle (what we sell): shared fatigue answered by a reframe.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"A full rainbow column of the seven chakra symbols runs down the spine of a seated silhouette, roots of colored energy trailing outward from the base — with BALANCED CHAKRAS / BALANCED LIFE lettered below in matching outline blue. It's the shirt that names the actual cause instead of another symptom to manage."

Steak (the fact): the exact on-shirt art and lettering.

Sizzle (what we sell): the Purple Cow only this design can claim.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because the life follows the centers, not the other way around."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread, planted mid-story.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific relief in tracing 'off' back to something you can actually work on — that's the feeling Sarah names. She's for the friend deep in their yoga practice, the person who treats energy work as maintenance, not mysticism, and anyone rebuilding a life around actual balance instead of just a fuller calendar. Birthdays, practice milestones, or the reminder that the centers come first."

Steak (the fact): a giftable shirt.

Sizzle (what we sell): recognizing the right person, then removing hesitation.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton..."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

DRAFT — UNVERIFIED TRANSLATION. Japanese lines drafted by Claude, not a certified translator. Per SOP Section 2.8, this listing must NOT be published until a native speaker has verified every Japanese line. NOT pushed to WooCommerce.

Tiff

Product #00000000020 — Full Listing Report

Category: Chakra, Japanese

Printify Listing: <https://printify.com/app/product-details/6a4a8eb896e88cb9cf03350b>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard (Section 2.8 Japanese Shirt Protocol)



Design: 00000000020.2 Tiff.svg.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Tiff

URL Slug: tiff

Meta Description: Tiff Tee — Balanced Chakras Balanced Life, bilingual English/Japanese chakra tee. Unisex, S–5XL.

Image Alt Text: T-shirt with a rainbow column of seven chakra symbols down a seated silhouette and bilingual English/Japanese text below

Thirteen Tags:

balanced chakras japanese shirt · bilingual chakra tee · seven chakras t-shirt japanese · yoga practice gift shirt · energy work tee bilingual · chakra balance graphic tee · meditation statement shirt · spiritual gift tee · LeoScorpioLeo Chakra collection · rainbow chakra shirt · english japanese graphic tee · chakra alignment t-shirt · sibling to Sarah shirt

Field 1 — Short Description (Next to the Photo, Bilingual)

Everything feels off and you can't point to any one thing that's actually wrong.

何かがずれている気がするのに、具体的に何が悪いのか指摘できません。

Sarah traces it back to the same seven centers every time — balance the chakras, and the life around them steadies too.

サラはいつも同じ七つの中心にたどり着きます——チャクラを整えれば、その周りの人生も自然と安定していきます。

For the person who treats their energy like it's worth maintaining, not just their calendar.

スケジュールだけでなく、自分のエネルギーもメンテナンスする価値があると思う人のために。

Balanced chakras. Balanced life. That's the whole equation.

バランスの取れたチャクラ。バランスのとれた生活。それがすべての答えです。

Field 2 — Long Description (Description Tab, Bilingual)

Everyone's optimizing their schedule and wondering why they still feel scattered. Sarah points somewhere else entirely: not the calendar, the seven centers underneath it. That's Focus — the same chakra family as Grant and Elysia, this time aimed straight at the life it actually produces.

誰もがスケジュールを最適化しながら、それでもなぜかバラバラに感じてしまう理由を探しています。サラが指し示すのは全く別の場所——カレンダーではなく、その奥にある七つの中心です。それが F.O.R.C.E. Fed の「Focus（集中）」——グラントやエリシアと同じチャクラファミリーでありながら、今回はそれが生み出す人生そのものに焦点を当てています。

Seven Centers, Traced in Color

七つの中心、色で描かれて

A full rainbow column of the seven chakra symbols runs down the spine of a seated silhouette, roots of colored energy trailing outward from the base — with BALANCED CHAKRAS / BALANCED LIFE lettered below in matching outline blue.

七つのチャクラのシンボルが虹色の柱となって、座った人物のシルエットの背骨に沿って並び、根元からは色とりどりのエネルギーが外側へと伸びています——その下には「バランスの取れたチャクラ／バランスのとれた生活」が同じ青のアウトラインで描かれています。

It's the shirt that names the actual cause instead of another symptom to manage.

対処すべきもうひとつの症状ではなく、本当の原因を言い当てる一枚です。

Because the life follows the centers, not the other way around.

なぜなら、人生は中心に従うのであって、その逆ではないからです。

The Perfect Gift for Someone Building Their Practice

実践を積み重ねる人への、完璧な贈り物

There's a specific relief in tracing 'off' back to something you can actually work on — that's the feeling Sarah names. She's for the friend deep in their yoga practice, the person who treats energy work as maintenance, not mysticism, and anyone rebuilding a life around actual balance instead of just a fuller calendar. Birthdays, practice milestones, or the reminder that the centers come first.

「なんとなく調子が悪い」を、実際に取り組める何かに結びつけられたときの、特別な安堵感——サラが言い表しているのはその感覚です。ヨガの実践に励む友人、エネルギーワークを神秘主義ではなくメンテナンスとして捉える人、そして予定を詰め込むことではなく本当のバランスの上に人生を築き直そうとするすべての人のために。誕生日、実践の節目、あるいは「中心が先」だと思い出したい日に。

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

最初の一着からしっかりとした着心地——5.3 オンスのプリシュランクコットン、日常使いに耐えるクラシックな重さ。

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

衛、袖、裾のダブルニードル縫いにより、何度洗っても形が保たれます。

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

どんな体型にも似合う——リラックスしたユニセックスシルエットで、重さ着もしやすい。

Statement Piece — The design speaks before you do: seven centers in color, tracing straight down to the life they build.

デザインが言葉より先に語りかけます：色とりどりの七つの中心が、そのまま築き上げる人生へとつながっている。

Gift-Ready — Right for birthdays, practice milestones, or any day the centers need tending before the calendar does.

誕生日、実践の節目、あるいはカレンダーより先に中心を整えたい日の贈り物に。

Inclusive Sizing — Everybody can wear the balance — available S through 5XL.

誰もがこのバランスを着こなせる——S から 5XL まで展開。

LeoScorpioLeo Design — Original chakra artwork, part of the LeoScorpioLeo Chakra collection.

LeoScorpioLeo の Chakra コレクションのひとつ、オリジナルのチャクラアートワーク。

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy.

Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

5.3 オンスのプリシュランク 100%コットン（20 単級）——しっかりとしたクラシックな重さ。クラシックフィット、シームレスチューブラーボディ。縫い目のない7/8 インチのリブカラー。首と肩にテープ補強。袖と裾はダブルニードル仕上げ。中心のシワを防ぐクォーターターン裁断。タグは切り離し式でかゆみなし。繊維構成は色によって異なります（無地色は純 100%コットン、スポーツグレーは 90/10、セーフティーカラーとヘザーカラーは 50/50）。全て OEKO-TEX 認証の低環境負荷染料を使用。

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

LeoScorpioLeo デザイン——見た目もよく。気分もよく。行いもよく。それを次へ。

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Translation Verification Checklist

[] PENDING — Japanese lines drafted by Claude (not a certified translator). Per SOP Section 2.8, no bilingual listing may be published until a native speaker has verified every Japanese line. Machine/AI translation drafts the mirror only.

Ulysses

Product #00000000021 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a66ca2eedb4b66c5205cf94>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000021.2 Ulysses.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Ulysses

URL Slug: ulysses

Meta Description: Ulysses tee: 1,440 minutes, all yours. A daily reminder to own your time, on soft unisex cotton. S-5XL.

Image Alt Text (white ink, dark colors): Black Gildan 5000 unisex t-shirt with white and red '1440. How you fill it is up to you.' text printed on the chest.

Image Alt Text (blue ink, light colors): White Gildan 5000 unisex t-shirt with navy blue and red '1440. How you fill it is up to you.' text printed on the chest.

Thirteen Tags:

1440 minutes shirt · time management tee · own your day shirt · productivity graphic tee · self improvement gift shirt · daily reminder t-shirt · new year resolution shirt · goal getter gift · motivational unisex tee · morning routine shirt · graduation gift tee · minimalist typography shirt · leoscorpioleo tee

Field 1 — Short Description (Next to the Photo)

Every morning hands you the same blank slate: 1,440 minutes, no more, no less, entirely yours to spend.

This tee puts that number where you'll see it first — a quiet daily contract that today belongs to you, not to whoever asks for it loudest.

For the early riser, the goal-setter, the one who treats "I don't have time" as an excuse they refuse to make.

You don't find time. You own it.

Field 2 — Long Description (Description Tab)

Everyone says they don't have enough time — and everyone's looking at the wrong number. There are exactly 1,440 minutes in a day, every single day, no early bonus round and no overtime, which means the

shortage was never the problem. Ulysses is for the one who stopped waiting for more hours and started Owning the ones already sitting in the account.

1,440 — Every Day's Starting Balance

Bold block numerals spell out 1,440 — the literal minute-count of a day — stacked over the line that turns arithmetic into an assignment: *How you fill it is up to you*. It's the shirt that gets read twice, and it stacks clean next to Amber or any other LeoScorpioLeo piece for a wardrobe built on the same mission.

Own the day, or the day owns you.

The Perfect Gift for Someone Building Their Best Day

The moment someone finally starts guarding their calendar like it's worth something — that's the moment Ulysses earns its spot in the closet. She's for the friend starting a 5 a.m. routine who swears this time it sticks, and for the new grad learning that a day well spent beats a day merely survived. Birthday, New Year reset, graduation, or a just-because nudge — she pairs easily with any other LeoScorpioLeo design building a wardrobe that says something worth saying.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — The design speaks before you do: clean, bold, and built to start conversations wherever you wear it.

Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.

Inclusive Sizing — Everybody can wear the mission — available S through 5XL.

LeoScorpioLeo Design — Original artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0

Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
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Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Every morning hands you the same blank slate: 1,440 minutes, no more, no less, entirely yours to spend."

Steak (the fact): a clock/calendar fact — the day's fixed minute count.

Sizzle (what we sell): the day as unclaimed potential, entirely yours before anyone else touches it.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"This tee puts that number where you'll see it first — a quiet daily contract that today belongs to you, not to whoever asks for it loudest."

Steak (the fact): the printed number 1,440 on cotton.

Sizzle (what we sell): the shirt as a daily contract — a reminder of ownership, not a decoration.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the early riser, the goal-setter, the one who treats 'I don't have time' as an excuse they refuse to make."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to people who've stopped accepting time-scarcity as an excuse.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"You don't find time. You own it."

Steak (the fact): "Add to cart."

Sizzle (what we sell): the identity claim at the buy button — ownership, not scarcity.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone says they don't have enough time — and everyone's looking at the wrong number. There are exactly 1,440 minutes in a day, every single day, no early bonus round and no overtime, which means the

shortage was never the problem. Ulysses is for the one who stopped waiting for more hours and started Owning the ones already sitting in the account."

Steak (the fact): the fixed, universal fact of 1,440 minutes in a day.

Sizzle (what we sell): the shared complaint about time, reframed as an ownership problem, not a supply problem — Own Yourself.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"1,440 — Every Day's Starting Balance / Bold block numerals spell out 1,440 — the literal minute-count of a day — stacked over the line that turns arithmetic into an assignment: How you fill it is up to you. It's the shirt that gets read twice, and it stacks clean next to Amber or any other LeoScorpioLeo piece for a wardrobe built on the same mission."

Steak (the fact): bold block numerals, one printed line of copy, single ink color per colorway.

Sizzle (what we sell): math turned into a personal mandate — a design built to get a second look and a follow-up question.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Own the day, or the day owns you."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment someone finally starts guarding their calendar like it's worth something — that's the moment Ulysses earns its spot in the closet. She's for the friend starting a 5 a.m. routine who swears this time it sticks, and for the new grad learning that a day well spent beats a day merely survived. Birthday, New Year reset, graduation, or a just-because nudge — she pairs easily with any other LeoScorpioLeo design building a wardrobe that says something worth saying."

Steak (the fact): a giftable, pairable shirt.

Sizzle (what we sell): recognizing someone who's just started taking their time seriously — and building a wardrobe.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

APPROVED 2026-07-27 by James — pushed live to WooCommerce (product #5237, /product/vikki/).

Vikki

Product #00000000022 — Full Listing Report

Category: Live a Little More, Japanese

Printify Listing: <https://printify.com/app/product-details/6a66d8eac3c08e3e3005f54b>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard (Section 2.8 Japanese Shirt Protocol)



Design: 00000000022.2 Vikki.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Vikki

URL Slug: vikki

Meta Description: Vikki Tee — 1,440 minutes, all yours, bilingual English/Japanese daily-reminder tee. Unisex, S–5XL.

Image Alt Text (white ink, dark colors): Black Gildan 5000 unisex t-shirt with white and red '1440' numerals and bilingual English/Japanese text on the chest.

Image Alt Text (blue ink, light colors): White Gildan 5000 unisex t-shirt with navy blue and red '1440' numerals and bilingual English/Japanese text on the chest.

Thirteen Tags:

1440 minutes japanese shirt · bilingual time management tee · own your day japanese tee · english japanese graphic shirt · daily reminder bilingual tee · self improvement gift shirt japanese · new year resolution bilingual shirt · goal getter japanese gift · motivational unisex tee bilingual · morning routine japanese shirt · graduation gift tee bilingual · minimalist typography shirt japanese · sibling to Ulysses shirt

Field 1 — Short Description (Next to the Photo, Bilingual)

Every morning hands you the same blank slate: 1,440 minutes, no more, no less, entirely yours to spend.

毎朝、同じ真っさらな一日が渡されます。1,440 分、多くも少なくもなく、すべてあなたのために使えるものです。

This tee puts that number where you'll see it first — a quiet daily contract that today belongs to you, not to whoever asks for it loudest.

この T シャツはその数字を一番目につく場所に置きます——今日という日は、一番声の大きい誰かのものではなく、あなたのものだという静かな日々の約束です。

For the early riser, the goal-setter, the one who treats "I don't have time" as an excuse they refuse to make.

早起きする人、目標を立てる人、「時間がない」を言い訳にしないと決めている人のために。

You don't find time. You own it.

時間は見つけるものではなく、自分のものにするものです。

Field 2 — Long Description (Description Tab, Bilingual)

Everyone says they don't have enough time — and everyone's looking at the wrong number. There are exactly 1,440 minutes in a day, every single day, no early bonus round and no overtime, which means the shortage was never the problem. Vikki is for the one who stopped waiting for more hours and started Owning the ones already sitting in the account.

誰もが「時間が足りない」と言いますが、見ている数字が違います。一日にはちょうど 1,440 分あり、それは毎日変わらず、ボーナスタイムも残業ありません。つまり、不足していたのは時間そのものではなかったのです。Vikki は、もっと多くの時間を待つのをやめて、すでに手元にある時間を「自分のものにする」と決めた人のためのシャツです。

1,440 — Every Day's Starting Balance

1,440——毎日のスタート残高

Bold block numerals spell out 1,440 — the literal minute-count of a day — stacked over the line that turns arithmetic into an assignment: *How you fill it is up to you.* It's the shirt that gets read twice, and it stacks clean next to Amber or any other LeoScorpioLeo piece for a wardrobe built on the same mission.

太く力強い数字が 1,440——一日の分数そのもの——を表し、その下には計算を使命に変える一行が続きます:「どう満たすかはあなた次第」。二度見されるシャツであり、Amber や他の LeoScorpioLeo のアイテムとも自然に重ね着でき、同じミッションを共有するワードローブになります。

Own the day, or the day owns you.

一日を自分のものにするか、一日に支配されるか。

The Perfect Gift for Someone Building Their Best Day

最高の一日を築こうとしている人への、完璧な贈り物

The moment someone finally starts guarding their calendar like it's worth something — that's the moment Vikki earns its spot in the closet. She's for the friend starting a 5 a.m. routine who swears this time it sticks, and for the new grad learning that a day well spent beats a day merely survived. Birthday, New Year reset, graduation, or a just-because nudge — she pairs easily with any other LeoScorpioLeo design building a wardrobe that says something worth saying.

誰かが自分のカレンダーを本当に大切なものとして守り始めるその瞬間——それが Vikki がクローゼットに加わる瞬間です。朝 5 時からの習慣を「今度こそ続ける」と誓う友人のために、そして「充実した一日は、ただ生き延びた一日に勝つ」と学びつつある新卒者のために。誕生日、新年の目標、卒業祝い、あるいは理由のいらないちょっとした贈り物として——他の LeoScorpioLeo のデザインとも自然に組み合わせられ、意味のあるワードローブと一緒に築いていきます。

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

最初の一着からしっかりとした着心地——5.3 オンスのプリシュランクコットン、日常使いに耐えるクラシックな重さ。

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

タフに長持ち——衝・袖・裾のダブルニードル縫製で、何度洗ってもシャープな形をキープ。

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

クラシックフィット——どんな体型にも似合う、リラックスしたユニセックスシルエットで重ね着もしやすい設計。

Statement Piece — The design speaks before you do: clean, bold, and built to start conversations wherever you wear it.

ステートメントピース——言葉より先にデザインが語りかける、どこで着ても会話のきっかけになる、クリーンで力強い一枚。

Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.

ギフトに最適——誕生日、記念日、卒業祝いなど、その人らしさを思い出させたい日にぴったり。

Inclusive Sizing — Everybody can wear the mission — available S through 5XL.

インクルーシブサイズ——誰もがこのミッションを着られるように、S サイズから 5XL まで展開。

LeoScorpioLeo Design — Original artwork rooted in our mission: Look Good. Feel Good. Do Good.

LeoScorpioLeo デザイン——「見た目もよく。気分もよく。行いもよく。」というミッションに根ざしたオリジナルアートワーク。

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

5.3 オンスのプリシュランク 100%コットン(20 番手)——しっかりとした、へたらないクラシックな厚み。クラシックフィット、シームレスチューブラーボディ。縫い目のない 7/8 インチのリブ衝。衝と肩にテープ補強。袖と裾はダブルニードル仕上げ。中心のシワを防ぐクォーターターン裁断。かゆくないテアウェイラベル。生地 の 混 率 は カ ラ ー に よ り 異 な り ま す (ソ リ ッ ド カ ラ ー は 100% コ ッ ト ン、ス ポ ー ツ グ レ ー は 90/10、セ ー フ テ ィ カ ラ ー & 杉 カ ラ ー は 50/50)。す べ て O E K O - T E X 認 証 の 低 環 境 負 荷 染 料 を 使 用 。

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

LeoScorpioLeo デザイン——見た目もよく。気分もよく。行いもよく。それを次へ。

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0

Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted (English half shown; Japanese mirrors line-for-line), with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Every morning hands you the same blank slate: 1,440 minutes, no more, no less, entirely yours to spend."

Steak (the fact): a clock/calendar fact — the day's fixed minute count.

Sizzle (what we sell): the day as unclaimed potential, entirely yours before anyone else touches it.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"This tee puts that number where you'll see it first — a quiet daily contract that today belongs to you, not to whoever asks for it loudest."

Steak (the fact): the printed number 1,440 on cotton.

Sizzle (what we sell): the shirt as a daily contract — a reminder of ownership, not a decoration.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the early riser, the goal-setter, the one who treats 'I don't have time' as an excuse they refuse to make."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to people who've stopped accepting time-scarcity as an excuse.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"You don't find time. You own it."

Steak (the fact): "Add to cart."

Sizzle (what we sell): the identity claim at the buy button — ownership, not scarcity.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone says they don't have enough time — and everyone's looking at the wrong number. There are exactly 1,440 minutes in a day, every single day, no early bonus round and no overtime, which means the shortage was never the problem. Vikki is for the one who stopped waiting for more hours and started Owning the ones already sitting in the account."

Steak (the fact): the fixed, universal fact of 1,440 minutes in a day.

Sizzle (what we sell): the shared complaint about time, reframed as an ownership problem, not a supply problem — Own Yourself.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"1,440 — Every Day's Starting Balance / Bold block numerals spell out 1,440 — the literal minute-count of a day — stacked over the line that turns arithmetic into an assignment: How you fill it is up to you. It's the shirt that gets read twice, and it stacks clean next to Amber or any other LeoScorpioLeo piece for a wardrobe built on the same mission."

Steak (the fact): bold block numerals, one printed line of copy, single ink color per colorway, bilingual on-shirt treatment.

Sizzle (what we sell): math turned into a personal mandate — a design built to get a second look and a follow-up question.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Own the day, or the day owns you."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment someone finally starts guarding their calendar like it's worth something — that's the moment Vikki earns its spot in the closet. She's for the friend starting a 5 a.m. routine who swears this time it sticks, and for the new grad learning that a day well spent beats a day merely survived. Birthday, New Year reset, graduation, or a just-because nudge — she pairs easily with any other LeoScorpioLeo design building a wardrobe that says something worth saying."

Steak (the fact): a giftable, pairable shirt.

Sizzle (what we sell): recognizing someone who's just started taking their time seriously — and building a wardrobe.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy..."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Translation Verification Checklist

[x] APPROVED 2026-07-27 — James approved the Japanese translation and authorized publishing.

William

Product #00000000023 — Full Listing Report

Category: WitchEver

Printify Listing: <https://printify.com/app/product-details/6a67a370fc00863d050377c2>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000023.2 William.svg · the version printed on white shirts

SEO & Metadata

Printify Title: William

URL Slug: william

Meta Description (103 chars): William Tee — 'Witch, please. I brew tea.' cauldron graphic, cottagecore witchy t-shirt. Unisex, S-5XL.

Image Alt Text: Sand Gildan 5000 unisex t-shirt with a hand-lettered cauldron graphic and the words 'Witch, please. I brew tea.' printed on the chest and a matching small mark on the right sleeve

Thirteen Tags:

witch please i brew tea shirt · cottagecore witch tee · witchy tea lover shirt · funny tea drinker gift · cauldron graphic t-shirt · pastel witch aesthetic tee · hand-lettered witchy shirt · gift for tea drinkers · cozy witchcore t-shirt · metaphysical shop tee · sarcastic witch shirt · tea witch unisex tee · LeoScorpioLeo WitchEver

Field 1 — Short Description (Next to the Photo)

The kettle's always on, the tarot deck's within reach, and you've long since stopped apologizing for either.

This tee says it before anyone has to ask — you're not casting a spell, you're just steeping one, thank you very much.

For the witchy one, the tea hoarder, the friend whose ‘five more minutes’ always means one more cup. No cauldron required. Just water, and a little attitude.

Field 2 — Long Description (Description Tab)

Everyone wants to seem mysterious until it's time to actually do the work — light a candle, matches, mood, done. Real magic looks a lot less like smoke and a lot more like a full kettle and the nerve to say no to whoever's draining you today. William is for the one who figured out that the most powerful spell in the house is a closed door and a proper cup of tea.

The Cauldron Knows

A hand-lettered cauldron simmers front and center under the line that says the quiet part out loud: Witch, please. I brew tea. It's the shirt that gets a laugh at the coven meeting and a ‘wait, where'd you get that’ literally everywhere else.

Because the ritual that actually works is the one you keep.

The Perfect Gift for Someone Who's Already Got the Energy Handled

There's a specific kind of person who's traded chaos for candlelight and actually stuck with it — that's the moment William earns its spot in the closet. She's for the friend who reads tarot before her first cup and the one who calls her tea collection a ‘personality,’ not a hobby. Birthdays, Solstice, Halloween, or any day that calls for a little extra hex appeal — she pairs easily with anything witchy already in the wardrobe.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — The design speaks before you do: witchy, warm, and built to start conversations at book club or the coven.
- Gift-Ready — Right for birthdays, Solstice, Halloween, or any day that calls for a little extra hex appeal.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original WitchEver artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0

Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"The kettle's always on, the tarot deck's within reach, and you've long since stopped apologizing for either."

Steak (the fact): a witchy tea-lover in-joke.

Sizzle (what we sell): the identity of someone who's traded chaos for ritual — the person who's got it handled.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"This tee says it before anyone has to ask — you're not casting a spell, you're just steeping one, thank you very much."

Steak (the fact): the printed cauldron + 'Witch, please. I brew tea.' line on cotton.

Sizzle (what we sell): the shirt as a lightly-worn identity claim — funny, but not kidding.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the witchy one, the tea hoarder, the friend whose 'five more minutes' always means one more cup."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the witchy, tea-devoted crowd.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"No cauldron required. Just water, and a little attitude."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty — you already know exactly who you are.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone wants to seem mysterious until it's time to actually do the work — light a candle, matches, mood, done. Real magic looks a lot less like smoke and a lot more like a full kettle and the nerve to say no to whoever's draining you today. William is for the one who figured out that the most powerful spell in the house is a closed door and a proper cup of tea."

Steak (the fact): a novelty graphic tee.

Sizzle (what we sell): the ache to seem in-control, answered by ritual instead of performance.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"The Cauldron Knows / A hand-lettered cauldron simmers front and center under the line that says the quiet part out loud: Witch, please. I brew tea. It's the shirt that gets a laugh at the coven meeting and a 'wait, where'd you get that' literally everywhere else."

Steak (the fact): cauldron graphic + hand-lettered line, single ink color.

Sizzle (what we sell): the shirt that earns a laugh and a follow-up question.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because the ritual that actually works is the one you keep."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Reinforce Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific kind of person who's traded chaos for candlelight and actually stuck with it — that's the moment William earns its spot in the closet. She's for the friend who reads tarot before her first cup and the one who calls her tea collection a 'personality,' not a hobby. Birthdays, Solstice, Halloween, or any day that calls for a little extra hex appeal — she pairs easily with anything witchy already in the wardrobe."

Steak (the fact): a giftable, seasonal-friendly shirt.

Sizzle (what we sell): recognizing someone who's built a ritual that actually sticks.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never ..."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Xoey

Product #00000000024 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a67a55b3ef32eb5c803a2be>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000024.2 Xoey.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Xoey

URL Slug: xoey

Meta Description (111 chars): Xoey Tee — 'They tried to bury us. They didn't know we were seeds.' hand-drawn tree graphic tee. Unisex, S-5XL.

Image Alt Text: White Gildan 5000 unisex t-shirt with a hand-drawn blue tree illustration and the words 'They tried to bury us. They didn't know we were seeds.' printed on the chest

Thirteen Tags:

they tried to bury us shirt · seeds not buried tee · resilience tree graphic shirt · hand-drawn tree tattoo tee · comeback story t-shirt · sobriety milestone gift shirt · growth mindset unisex tee · survivor gift t-shirt · rooted not broken shirt · new beginnings graphic tee · inspirational nature quote shirt · blue ink tree unisex tee · LeoScorpioLeo Live a Little More

Field 1 — Short Description (Next to the Photo)

Some years try to bury you — the ones that take everything and dare you to stay down.

This tee answers back before you even open your mouth: they didn't know what they planted.

For the one who came back from the worst year of their life taller than before — the survivor, the rebuilder, the quiet comeback story.

You're not surviving. You're growing.

Field 2 — Long Description (Description Tab)

Everyone wants the comeback story to look clean — a straight line from rock bottom to thriving, no mess in between. Real growth looks more like a seed underground in the dark, doing the unglamorous work nobody claps for. Xoeys are for the one who got buried by something and came up anyway, roots first.

Rooted, Not Broken

A single-line blue tree grows quietly across the chest, ringed by the words that turned a setback into a seed: They tried to bury us. They didn't know we were seeds. It's the shirt that reads like a whisper until someone really looks — and then it reads like the whole story.

Because the things that try to bury you end up feeding you.

The Perfect Gift for Someone Mid-Comeback

There's a specific moment when someone stops surviving a hard season and starts actually growing from it — that's the moment Xoeys earn their spot in the closet. She's for the friend who just came out the other side of something and the one still quietly proving people wrong. Birthdays, sobriety milestones, new beginnings, or any day that calls for a reminder of how far they've come — she pairs easily with any other LeoScorpioLeo design building a wardrobe with something to say.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — The design speaks before you do: a quiet tree, a hopeful line, and a story built to start conversations.

Gift-Ready — Right for birthdays, sobriety milestones, new beginnings, or any day that calls for a reminder of how far someone's come.

Inclusive Sizing — Everybody can wear the mission — available S through 5XL.

LeoScorpioLeo Design — Original Live a Little More artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0

Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Some years try to bury you — the ones that take everything and dare you to stay down."

Steak (the fact): a hard-year survival fact.

Sizzle (what we sell): the shared ache of being knocked down by something bigger than you.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"This tee answers back before you even open your mouth: they didn't know what they planted."

Steak (the fact): the tree graphic + quote line printed on cotton.

Sizzle (what we sell): the comeback claim, worn quietly.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the one who came back from the worst year of their life taller than before — the survivor, the rebuilder, the quiet comeback story."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to people who came back from something.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"You're not surviving. You're growing."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty — growth, not just survival.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone wants the comeback story to look clean — a straight line from rock bottom to thriving, no mess in between. Real growth looks more like a seed underground in the dark, doing the unglamorous work nobody claps for. Xoey is for the one who got buried by something and came up anyway, roots first."

Steak (the fact): a nature-quote graphic tee.

Sizzle (what we sell): the ache for a comeback that feels real, not performed — answered by roots.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Rooted, Not Broken / A single-line blue tree grows quietly across the chest, ringed by the words that turned a setback into a seed: They tried to bury us. They didn't know we were seeds. It's the shirt that reads like a whisper until someone really looks — and then it reads like the whole story."

Steak (the fact): single-line tree illustration, one ink color, quote text.

Sizzle (what we sell): a design that reads deeper the longer you look at it.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because the things that try to bury you end up feeding you."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Reinforce Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific moment when someone stops surviving a hard season and starts actually growing from it — that's the moment Xoey earns its spot in the closet. She's for the friend who just came out the other side of something and the one still quietly proving people wrong. Birthdays, sobriety milestones, new beginnings, or any day that calls for a reminder of how far they've come — she pairs easily with any other LeoScorpioLeo design building a wardrobe with something to say."

Steak (the fact): a giftable, milestone-friendly shirt.

Sizzle (what we sell): recognizing someone mid-comeback — and building a wardrobe.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never ..."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

VERIFIED — James (native/fluent Japanese speaker) reviewed and approved these Japanese translations; per SOP Section 2.8 this listing is cleared to publish bilingual.

Yanne

Product #00000000025 — Full Listing Report

Category: Live a Little More, Japanese

Printify Listing: <https://printify.com/app/product-details/6a67a69a220584825b01f7bd>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard (Section 2.8 Japanese Shirt Protocol)



Design: 00000000025.2 Yanne.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Yanne

URL Slug: yanne

Meta Description (105 chars): Yanne Tee — bilingual English/Japanese 'They tried to bury us. They were seeds.' tree tee. Unisex, S–5XL.

Image Alt Text: White Gildan 5000 unisex t-shirt with a hand-drawn blue tree illustration and bilingual English/Japanese text printed on the chest

Thirteen Tags:

they tried to bury us japanese shirt · seeds not buried bilingual tee · resilience tree graphic japanese shirt · bilingual english japanese tee · comeback story shirt japanese · sobriety milestone gift bilingual shirt · growth mindset japanese tee · survivor gift bilingual t-shirt · rooted not broken japanese shirt · new beginnings bilingual tee · inspirational nature quote japanese shirt · sibling to Xoey shirt · LeoScorpioLeo Live a Little More Japanese

Field 1 — Short Description (Next to the Photo, Bilingual)

Some years try to bury you — the ones that take everything and dare you to stay down.

すべてを奪い、それでも起き上がるなど挑発してくる年がある。

This tee answers back before you even open your mouth: they didn't know what they planted.

この T シャツは、あなたが口を開く前に答えます。彼らは、自分が何を植えたのか知らなかった。

For the one who came back from the worst year of their life taller than before — the survivor, the rebuilder, the quiet comeback story.

人生最悪の一年から、以前より大きくなって戻ってきた人へ——生き抜いた人、立て直した人、静かな復活の物語。

You're not surviving. You're growing.

あなたは、ただ生き延びているのではない。成長しているのだ。

Field 2 — Long Description (Description Tab, Bilingual)

Everyone wants the comeback story to look clean — a straight line from rock bottom to thriving, no mess in between. Real growth looks more like a seed underground in the dark, doing the unglamorous work nobody claps for. Yanne is for the one who got buried by something and came up anyway, roots first.

誰もが、どん底から一直線に這い上がる、きれいな復活の物語を望みます。けれど本当の成長は、暗い地中で種が静かに、誰にも拍手されない仕事を続けている姿に近いのです。Yanne は、何かに埋められても、根から先に、それでも立ち上がった人のためのシャツです。

Rooted, Not Broken

根を張って、折れない

A single-line blue tree grows quietly across the chest, ringed by the words that turned a setback into a seed: They tried to bury us. They didn't know we were seeds. It's the shirt that reads like a whisper until someone really looks — and then it reads like the whole story.

胸元に、一本線で描かれた青い木が静かに育っています。挫折を種に変えた言葉に囲まれて——「彼らは私たちを埋めようとした。彼らは、私たちが種だということを知らなかった。」誰かがじっと見つめるまではささやきのように読めるシャツ。けれど一度見つめれば、物語のすべてが伝わります。

Because the things that try to bury you end up feeding you.

あなたを埋めようとしたものが、結局はあなたを育てることになるから。

The Perfect Gift for Someone Mid-Comeback

復活の途中にいる人への、完璧な贈り物

There's a specific moment when someone stops surviving a hard season and starts actually growing from it — that's the moment Yanne earns its spot in the closet. She's for the friend who just came out the other side of something and the one still quietly proving people wrong. Birthdays, sobriety milestones, new beginnings, or any day that calls for a reminder of how far they've come — she pairs easily with any other LeoScorpioLeo design building a wardrobe with something to say.

つらい季節をただ耐え忍ぶのをやめて、そこから本当に成長し始める瞬間があります——それが Yanne がクローゼットの中で意味を持つ瞬間です。何かを乗り越えたばかりの友人に、そして今も静かに周りを見返している人に。誕生日、断酒・断薬の節目、新しい始まり、あるいはどれだけ遠くまで来たかを思い出させたい日に——他の LeoScorpioLeo のデザインとも自然に組み合わせられ、伝えたいことのあるワードローブを築いていきます。

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

着心地が一番——着た瞬間からしっかりとした着心地——5.3 オンスのプリシュランク・コットン、日常使いに負けないクラシックな重さ。

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

タフに長持ち——襟・袖・裾のダブルステッチ仕上げで、何度洗ってもシャープな形をキープ。

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

クラシックフィット——どんな体型にも似合う——リラックスしたユニセックスシルエットで、重ね着もしやすいレギュラーサイズ感。

Statement Piece — The design speaks before you do: a quiet tree, a hopeful line, and a story built to start conversations.

デザインがあなたより先に語りかけます——静かな木、希望に満ちた一文、そして会話のきっかけになる物語。

Gift-Ready — Right for birthdays, sobriety milestones, new beginnings, or any day that calls for a reminder of how far someone's come.

誕生日、断酒・断薬の節目、新しい門出、そしてどれだけ成長したかを思い出させたい日に、ぴったりの贈り物。

Inclusive Sizing — Everybody can wear the mission — available S through 5XL.

インクルーシブサイズ——誰もがこのミッションを着られるように——S サイズから 5XL まで展開。

LeoScorpioLeo Design — Original Live a Little More artwork rooted in our mission: Look Good. Feel Good. Do Good.

「見た目もよく。気分もよく。行いもよく。」というミッションに根ざした、Live a Little More コレクションのオリジナルアートワーク。

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

5.3 オンスのプリシュランク 100%コットン(20 番手)——しっかりとした、へたらないクラシックな厚み。クラシックフィット、シームレスチューブラーボディ。縫い目のない 7/8 インチのリブ襟。襟と肩にテープ補強。袖と裾はダブルニードル仕上げ。中心のシワを防ぐクォーターターン裁断。かゆくないテアウェイラベル。生地 の 混 率 は カ ラ ー に よ り 異 な り ま す (ソ リ ッ ド カ ラ ー は 100% コ ッ ト ン、ス ポ ー ツ グ レ ー は 90/10、セ ー フ テ ィ カ ラ ー & 杳 カ ラ ー は 50/50)。す べ て O E K O - T E X 認 証 の 低 環 境 負 荷 染 料 を 使 用 。

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

LeoScorpioLeo デザイン——見た目もよく。気分もよく。行いもよく。それを次へ。

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
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Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted (English half shown; Japanese mirrors line-for-line), with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Some years try to bury you — the ones that take everything and dare you to stay down."

Steak (the fact): a hard-year survival fact.

Sizzle (what we sell): the shared ache of being knocked down by something bigger than you.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"This tee answers back before you even open your mouth: they didn't know what they planted."

Steak (the fact): the tree graphic + quote line printed on cotton.

Sizzle (what we sell): the comeback claim, worn quietly.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the one who came back from the worst year of their life taller than before — the survivor, the rebuilder, the quiet comeback story."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people who came back from something.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"You're not surviving. You're growing."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty — growth, not just survival.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone wants the comeback story to look clean — a straight line from rock bottom to thriving, no mess in between. Real growth looks more like a seed underground in the dark, doing the unglamorous work nobody claps for. Yanne is for the one who got buried by something and came up anyway, roots first."

Steak (the fact): a nature-quote graphic tee.

Sizzle (what we sell): the ache for a comeback that feels real, not performed — answered by roots.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Rooted, Not Broken / A single-line blue tree grows quietly across the chest, ringed by the words that turned a setback into a seed. It's the shirt that reads like a whisper until someone really looks — and then it reads like the whole story."

Steak (the fact): single-line tree illustration, one ink color, bilingual quote text.

Sizzle (what we sell): a design that reads deeper the longer you look at it.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because the things that try to bury you end up feeding you."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Reinforce Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific moment when someone stops surviving a hard season and starts actually growing from it — that's the moment Yanne earns its spot in the closet. Birthdays, sobriety milestones, new beginnings, or any day that calls for a reminder of how far they've come."

Steak (the fact): a giftable, milestone-friendly shirt.

Sizzle (what we sell): recognizing someone mid-comeback — and building a wardrobe.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt, bilingual)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never ..."

Steak (the fact): the full construction spec, one paragraph, bilingual.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Translation Verification Checklist

[x] VERIFIED — James reviewed and approved every Japanese line on 2026-07-27. Cleared per SOP Section 2.8.

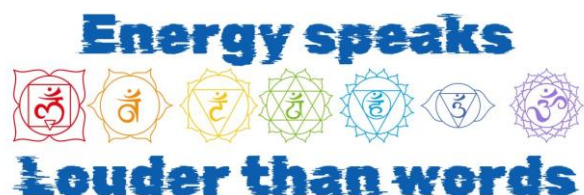
Zickry

Product #00000000026 — Full Listing Report

Category: Chakra

Printify Listing: <https://printify.com/app/product-details/6a67a7bcaed021cba804e0dc>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000026.2 Zickry.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Zickry

URL Slug: zickry

Meta Description (109 chars): Zickry Tee — 'Energy speaks louder than words' chakra icon graphic tee for yoga & mindfulness. Unisex, S–5XL.

Image Alt Text: White Gildan 5000 unisex t-shirt with colorful chakra icons and the words 'Energy speaks louder than words' printed on the chest

Thirteen Tags:

energy speaks louder than words shirt · chakra icon graphic tee · yoga mindfulness unisex shirt · seven chakras t-shirt · meditation gift tee · spiritual alignment shirt · colorful chakra graphic tee · mind body energy shirt · yoga studio gift t-shirt · mindful movement tee · energy healing graphic shirt · chakra balance unisex tee · LeoScorpioLeo Chakra

Field 1 — Short Description (Next to the Photo)

Some days you talk yourself hoarse trying to explain how you're really doing.

This tee skips the explanation — it just radiates the mantra instead: energy speaks louder than words.

For the one mid-yoga-flow, the mindful mover, the friend who checks their chakras before they check their phone.

Don't explain your vibe. Wear it.

Field 2 — Long Description (Description Tab)

Everyone's still trying to talk their way into being understood — the right words, the perfect explanation, one more sentence to prove the point. But the people who actually radiate calm never had to convince anyone of it. Zickry is for the one who stopped explaining their energy and just let it do the talking.

Seven Centers, One Message

A row of colorful chakra icons lines up across the chest under the mantra that says it plainly: Energy speaks louder than words. It's the shirt that gets noticed across the studio before class even starts — and gets asked about the second it's over.

Because alignment isn't something you announce. It's something you carry.

The Perfect Gift for Someone Doing the Inner Work

There's a specific kind of quiet the room gets when someone's actually centered, not performing it — that's the moment Zickry earns its spot in the closet. She's for the friend who never misses a Sunday flow and the one who just started meditating and won't stop talking about it (in the best way). Birthdays, new-studio gifts, or any day that calls for a reminder to check in with your own energy — she pairs easily with any other LeoScorpioLeo design building a wardrobe with something to say.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — The design speaks before you do: colorful, centered, and built to start conversations on the mat or off it.
- Gift-Ready — Right for birthdays, new-studio gifts, or any day that calls for a reminder to check in with your own energy.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original Chakra artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance,	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

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Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Some days you talk yourself hoarse trying to explain how you're really doing."

Steak (the fact): an everyday communication fact.

Sizzle (what we sell): the exhaustion of over-explaining how you feel.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"This tee skips the explanation — it just radiates the mantra instead: energy speaks louder than words."

Steak (the fact): the chakra icons + mantra line on cotton.

Sizzle (what we sell): the shirt as a stand-in for the explanation you're tired of giving.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the one mid-yoga-flow, the mindful mover, the friend who checks their chakras before they check their phone."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to the mindful, energy-aware crowd.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Don't explain your vibe. Wear it."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty — your energy speaks for itself.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's still trying to talk their way into being understood — the right words, the perfect explanation, one more sentence to prove the point. But the people who actually radiate calm never had to convince anyone of it. Zickry is for the one who stopped explaining their energy and just let it do the talking."

Steak (the fact): a wellness-themed graphic tee.

Sizzle (what we sell): the fatigue of justifying yourself, answered by quiet confidence.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Seven Centers, One Message / A row of colorful chakra icons lines up across the chest under the mantra that says it plainly: Energy speaks louder than words. It's the shirt that gets noticed across the studio before class even starts — and gets asked about the second it's over."

Steak (the fact): seven chakra icons + mantra text, sleeve detail, single ink.

Sizzle (what we sell): a design built to be noticed, then asked about.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because alignment isn't something you announce. It's something you carry."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific kind of quiet the room gets when someone's actually centered, not performing it — that's the moment Zickry earns its spot in the closet. She's for the friend who never misses a Sunday flow and the one who just started meditating and won't stop talking about it (in the best way). Birthdays, new-studio gifts, or any day that calls for a reminder to check in with your own energy."

Steak (the fact): a giftable, studio-friendly shirt.

Sizzle (what we sell): recognizing someone doing real inner work — and building a wardrobe.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never ..."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

VERIFIED — James (native/fluent Japanese speaker) reviewed and approved these Japanese translations; per SOP Section 2.8 this listing is cleared to publish bilingual.

Aixa

Product #00000000027 — Full Listing Report

Category: Chakra, Japanese

Printify Listing: <https://printify.com/app/product-details/6a67a953674da3db9b0ce143>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard (Section 2.8 Japanese Shirt Protocol)



Design: 00000000027.2 Aix.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Aix

URL Slug: aix

Meta Description (106 chars): Aix Tee — bilingual English/Japanese 'Energy speaks louder than words' chakra graphic tee. Unisex, S-5XL.

Image Alt Text: Safety Green Gildan 5000 unisex t-shirt with colorful chakra icons and bilingual English/Japanese text printed on the chest

Thirteen Tags:

energy speaks louder than words japanese shirt · bilingual chakra graphic tee · japanese yoga mindfulness shirt · english japanese wellness tee · seven chakras bilingual shirt · meditation gift tee japanese · spiritual alignment bilingual tee · colorful chakra graphic shirt japanese · mind body energy japanese tee · yoga studio gift bilingual shirt · mindful movement japanese tee · sibling to Zickry shirt · LeoScorpioLeo Chakra Japanese

Field 1 — Short Description (Next to the Photo, Bilingual)

Some days you talk yourself hoarse trying to explain how you're really doing.

自分が本当はどう感じているかを説明しようとして、声を枯らしてしまう日がある。

This tee skips the explanation — it just radiates the mantra instead: energy speaks louder than words.

この T シャツは説明を省き、代わりにそのマントラを発します——エネルギーは言葉よりも雄弁である。

For the one mid-yoga-flow, the mindful mover, the friend who checks their chakras before they check their phone.

ヨガフローの最中にいる人、マインドフルに動く人、スマホより先にチャクラを確認する友人のために。

Don't explain your vibe. Wear it.

自分の波動を説明しないで。身にまえばいい。

Field 2 — Long Description (Description Tab, Bilingual)

Everyone's still trying to talk their way into being understood — the right words, the perfect explanation, one more sentence to prove the point. But the people who actually radiate calm never had to convince anyone of it. Aixa is for the one who stopped explaining their energy and just let it do the talking.

誰もが今も、正しい言葉で、完璧な説明で、もう一言で、理解されようと言葉を尽くしています。けれど本当に穏やかさを放つ人は、誰かを説得する必要などなかったのです。Aixa は、自分のエネルギーを説明するのをやめて、それ自体に語らせることにした人のためのシャツです。

Seven Centers, One Message

七つの中心、ひとつのメッセージ

A row of colorful chakra icons lines up across the chest, framed by the mantra in both English and Japanese: Energy speaks louder than words. It's the shirt that gets noticed across the studio before class even starts — and gets asked about the second it's over.

胸元に並んだ色とりどりのチャクラのアイコンが、英語と日本語両方で書かれたマントラに縁取られています——エネルギーは言葉よりも雄弁である。クラスが始まる前からスタジオで目を引き、終わった瞬間に声をかけられるシャツです。

Because alignment isn't something you announce. It's something you carry.

調和とは、宣言するものではなく、身に纏うものだから。

The Perfect Gift for Someone Doing the Inner Work

内面と向き合う人への、完璧な贈り物

There's a specific kind of quiet the room gets when someone's actually centered, not performing it — that's the moment Aixa earns its spot in the closet. She's for the friend who never misses a Sunday flow and the one who just started meditating and won't stop talking about it (in the best way). Birthdays, new-studio gifts, or any day that calls for a reminder to check in with your own energy — she pairs easily with any other LeoScorpioLeo design building a wardrobe with something to say.

誰かが本当に中心を保っていて、それを演じているのではないとわかる時、部屋には特有の静けさが生まれます——それが Aixa がクローゼットの中で意味を持つ瞬間です。日曜のヨガフローを欠かさない友人に、そして瞑想を始めたばかりでその話ばかりしている人に(良い意味で)。誕生日、新しいスタジオへの贈り物、あるいは自分のエネルギーを見つめ直したい日に——他の LeoScorpioLeo のデザインとも自然に組み合わせて、伝えたいことのあるワードローブを築いていきます。

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

着心地が一番——着た瞬間からしっかりとした着心地——5.3 オンスのプリシュランク・コットン、日常使いに負けないクラシックな重さ。

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

タフに長持ち——襟・袖・裾のダブルステッチ仕上げで、何度洗ってもシャープな形をキープ。

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

クラシックフィット——どんな体型にも似合う——リラックスしたユニセックスシルエットで、重ね着もしやすいレギュラーサイズ感。

Statement Piece — The design speaks before you do: colorful, centered, and built to start conversations on the mat or off it.

デザインがあなたより先に語りかけます——色鮮やかで、中心が定まっていて、マットの上でもオフでも会話のきっかけになる一枚。

Gift-Ready — Right for birthdays, new-studio gifts, or any day that calls for a reminder to check in with your own energy.

誕生日、新しいスタジオへの贈り物、あるいは自分のエネルギーを見つめ直したい日に、ぴったりの贈り物。

Inclusive Sizing — Everybody can wear the mission — available S through 5XL.

インクルーシブサイズ——誰もがこのミッションを着られるように——S サイズから 5XL まで展開。

LeoScorpioLeo Design — Original Chakra artwork rooted in our mission: Look Good. Feel Good. Do Good.

「見た目もよく。気分もよく。行いもよく。」というミッションに根ざした、Chakra コレクションのオリジナルアートワーク。

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

5.3 オンスのプリシュランク 100%コットン(20 番手)——しっかりとした、へたらないクラシックな厚み。クラシックフィット、シームレスチューブラーボディ。縫い目のない 7/8 インチのリブ襟。襟と肩にテープ補強。袖と裾はダブルニードル仕上げ。中心のシワを防ぐクォーターターン裁断。かゆくないテアウェイラベル。生地 の混率はカラーにより異なります(ソリッドカラーは 100%コットン、スポーツグレーは 90/10、セーフディカラー&杳カラーは 50/50)。すべて OEKO-TEX 認証の低環境負荷染料を使用。

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

LeoScorpioLeo デザイン——見た目もよく。気分もよく。行いもよく。それを次へ。

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance,	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

in								
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Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted (English half shown; Japanese mirrors line-for-line), with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Some days you talk yourself hoarse trying to explain how you're really doing."

Steak (the fact): an everyday communication fact.

Sizzle (what we sell): the exhaustion of over-explaining how you feel.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"This tee skips the explanation — it just radiates the mantra instead: energy speaks louder than words."

Steak (the fact): the chakra icons + mantra line on cotton.

Sizzle (what we sell): the shirt as a stand-in for the explanation you're tired of giving.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the one mid-yoga-flow, the mindful mover, the friend who checks their chakras before they check their phone."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to the mindful, energy-aware crowd.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Don't explain your vibe. Wear it."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty — your energy speaks for itself.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's still trying to talk their way into being understood — the right words, the perfect explanation, one more sentence to prove the point. But the people who actually radiate calm never had to convince anyone of it. Aixa is for the one who stopped explaining their energy and just let it do the talking."

Steak (the fact): a wellness-themed graphic tee.

Sizzle (what we sell): the fatigue of justifying yourself, answered by quiet confidence.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Seven Centers, One Message / A row of colorful chakra icons lines up across the chest, framed by the mantra in both English and Japanese: Energy speaks louder than words. It's the shirt that gets noticed across the studio before class even starts — and gets asked about the second it's over."

Steak (the fact): seven chakra icons + bilingual mantra text, sleeve detail, single ink.

Sizzle (what we sell): a design built to be noticed, then asked about.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because alignment isn't something you announce. It's something you carry."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific kind of quiet the room gets when someone's actually centered, not performing it — that's the moment Aixa earns its spot in the closet. Birthdays, new-studio gifts, or any day that calls for a reminder to check in with your own energy."

Steak (the fact): a giftable, studio-friendly shirt.

Sizzle (what we sell): recognizing someone doing real inner work — and building a wardrobe.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt, bilingual)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never ..."

Steak (the fact): the full construction spec, one paragraph, bilingual.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Translation Verification Checklist

[x] VERIFIED — James reviewed and approved every Japanese line on 2026-07-27. Cleared per SOP Section 2.8.

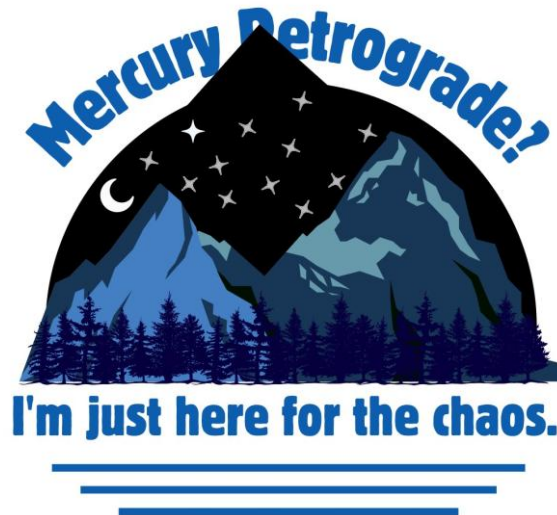
Brad

Product #00000000028 — Full Listing Report

Category: Astrology

Printify Listing: <https://printify.com/app/product-details/6a6ea93fbc4f108fb20f2435>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000028.2 Brad.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Brad

URL Slug: brad

Meta Description (107 chars): Brad Tee — 'Mercury Retrograde? I'm just here for the chaos' astrology mountain graphic tee. Unisex, S-5XL.

Image Alt Text: White Gildan 5000 unisex t-shirt with blue mountains, stars, and a crescent moon under the words 'Mercury Retrograde? I'm just here for the chaos' printed on the chest

Thirteen Tags:

mercury retrograde shirt · astrology mountain graphic tee · funny mercury retrograde tee · chaos humor astrology shirt · celestial mountain unisex tee · stars and moon graphic shirt · sarcastic astrology tee · mercury retrograde gift shirt · night sky mountain t-shirt · cosmic humor unisex shirt · astrology lover graphic tee · retrograde season shirt · LeoScorpioLeo Astrology

Field 1 — Short Description (Next to the Photo)

Your phone autocorrects wrong, your flight gets delayed twice, and your ex texts you out of nowhere — and it's not even noon yet.

This tee doesn't try to explain any of it — it just points straight at the real culprit: Mercury retrograde.

For the one who checks the retrograde calendar before they check their own calendar, and blames the stars out loud.

It's not you. It's Mercury.

Field 2 — Long Description (Description Tab)

Something always goes sideways when Mercury turns retrograde — the missed text, the delayed flight, the argument that came out of nowhere. Most people spend those three weeks quietly apologizing for it. Brad doesn't — Brad is for the one who stopped fighting the chaos and started wearing it instead.

A Night Sky Built for the Chaos

Layered blue mountains rise under a scattered field of stars and a slim crescent moon, with 'Mercury Retrograde? I'm just here for the chaos' arched overhead in bold hand-lettering. It's moody enough to wear seriously and honest enough to get a laugh — the shirt friends ask about the second Mercury goes retrograde again.

Because owning the chaos beats apologizing for it every time.

The Perfect Gift for the Friend Who Blames Mercury

There's a specific group text everyone sends when plans fall apart for no reason — 'must be Mercury retrograde' — that's the moment Brad earns its spot in the closet. He's for the friend who reads the retrograde calendar closer than his own, and the one who blames the stars for every missed alarm. Birthdays, apology gifts after a chaotic group trip, or any day that calls for a little cosmic deflection — he pairs easily with any other LeoScorpioLeo design building a wardrobe with something to say.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — The design speaks before you do: moody mountains, scattered stars, and a line every retrograde season needs.

Gift-Ready — Right for birthdays, apology gifts after a chaotic week, or any day that calls for a little cosmic deflection.

Inclusive Sizing — Everybody can wear the mission — available S through 5XL.

LeoScorpioLeo Design — Original Astrology artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC.

Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

“Your phone autocorrects wrong, your flight gets delayed twice, and your ex texts you out of nowhere — and it's not even noon yet.”

Steak (the fact): an everyday string of minor mishaps.

Sizzle (what we sell): the pile-up of small chaos everyone recognizes.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“This tee doesn't try to explain any of it — it just points straight at the real culprit: Mercury retrograde.”

Steak (the fact): the design + tagline on cotton.

Sizzle (what we sell): the shirt as a built-in excuse, worn instead of explained.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the one who checks the retrograde calendar before they check their own calendar, and blames the stars out loud.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the openly-superstitious, stars-blaming crowd.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“It's not you. It's Mercury.”

Steak (the fact): “Add to cart.”

Sizzle (what we sell): certainty — the chaos isn't your fault.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Something always goes sideways when Mercury turns retrograde — the missed text, the delayed flight, the argument that came out of nowhere. Most people spend those three weeks quietly apologizing for it. Brad doesn't — Brad is for the one who stopped fighting the chaos and started wearing it instead.”

Steak (the fact): an astrology-humor graphic tee.

Sizzle (what we sell): the fatigue of apologizing for bad luck, answered by owning it instead.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A Night Sky Built for the Chaos / Layered blue mountains rise under a scattered field of stars and a slim crescent moon, with ‘Mercury Retrograde? I'm just here for the chaos’ arched overhead in bold hand-lettering. It's moody enough to wear seriously and honest enough to get a laugh — the shirt friends ask about the second Mercury goes retrograde again.”

Steak (the fact): mountain/night-sky illustration + tagline, sleeve detail, two-colorway ink split.

Sizzle (what we sell): a design built to be noticed, then asked about.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because owning the chaos beats apologizing for it every time.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“There's a specific group text everyone sends when plans fall apart for no reason — ‘must be Mercury retrograde’ — that's the moment Brad earns its spot in the closet. He's for the friend who reads the retrograde calendar closer than his own, and the one who blames the stars for every missed alarm. Birthdays, apology gifts after a chaotic group trip, or any day that calls for a little cosmic deflection.”

Steak (the fact): a giftable, humor-forward shirt.

Sizzle (what we sell): recognizing the friend everyone blames it on — and building a wardrobe.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

““5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never ...””

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

VERIFIED — James reviewed and approved these AI-drafted Japanese translations on 2026-08-01; per SOP Section 2.8 this listing is cleared to publish bilingual.

Carter

Product #00000000029 — Full Listing Report

Category: Astrology, Japanese

Printify Listing: <https://printify.com/app/product-details/6a6eaa45f710523ca50b64ae>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard (Section 2.8 Japanese Shirt Protocol)



Design: 00000000029.2 Carter.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Carter

URL Slug: carter

Meta Description (119 chars): Carter Tee — bilingual English/Japanese 'Mercury Retrograde? I'm just here for the chaos' astrology tee. Unisex, S-5XL.

Image Alt Text: White Gildan 5000 unisex t-shirt with blue mountains, stars, and a crescent moon under Japanese text reading 'Mercury Retrograde? I'm just here for the chaos' printed on the chest

Thirteen Tags:

mercury retrograde japanese shirt · bilingual astrology graphic tee · japanese mountain night sky shirt · english japanese astrology tee · japanese text graphic shirt · celestial mountain bilingual tee · sarcastic astrology tee japanese · mercury retrograde gift shirt japanese · night sky mountain t-shirt japanese · cosmic humor japanese unisex shirt · sibling to Brad shirt · retrograde season shirt japanese · LeoScorpioLeo Astrology Japanese

Field 1 — Short Description (Next to the Photo, Bilingual)

Your phone autocorrects wrong, your flight gets delayed twice, and your ex texts you out of nowhere — and it's not even noon yet.

スマホの自動修正は変な言葉に、フライトは二回も遅延、そして元恋人から急に連絡が来る——しかもまだ正午にもなっていない。

This tee doesn't try to explain any of it — it just points straight at the real culprit: Mercury retrograde.

この T シャツは、その全部を説明しようとはしません——ただ本当の犯人をまっすぐ指さすだけです。水星逆行、と。

For the one who checks the retrograde calendar before they check their own calendar, and blames the stars out loud.

自分の予定より先に逆行カレンダーを確認し、声に出して星のせいにする人のために。

It's not you. It's Mercury.

あなたのせいじゃない。水星のせいだ。

Field 2 — Long Description (Description Tab, Bilingual)

Something always goes sideways when Mercury turns retrograde — the missed text, the delayed flight, the argument that came out of nowhere. Most people spend those three weeks quietly apologizing for it. Carter doesn't — Carter is for the one who stopped fighting the chaos and started wearing it instead.

水星が逆行すると、いつも何かがおかしくなる——届かなかった連絡、遅れたフライト、突然始まった言い争い。たいていの人は、その三週間をひっそりと謝りながら過ごします。でも Carter は違います——Carter は、混乱と戦うのをやめて、それを身にまとうことにした人のためのシャツです。

A Night Sky Built for the Chaos

混乱のために生まれた夜空

Layered blue mountains rise under a scattered field of stars and a slim crescent moon, with the same mantra written entirely in Japanese — 水星逆行？私は混乱のためにここにいるだけです — arched overhead in bold hand-lettering. It's moody enough to wear seriously and honest enough to get a laugh — the shirt friends ask about the second Mercury goes retrograde again.

重なり合う青い山々が、散らばる星々と細い三日月の下にそびえ、その上には同じ言葉がすべて日本語で書かれています——「水星逆行？私は混乱のためにここにいるだけです」——太い手書き風のレタリングでアーチを描くように配置されています。真剣に着こなせるほどムーディーで、笑いを誘えるほど正直な一枚——水星がまた逆行するたびに、友人に聞かれるシャツです。

Because owning the chaos beats apologizing for it every time.

混乱を言い訳にするより、引き受けるほうがいつも勝つから。

The Perfect Gift for the Friend Who Blames Mercury

水星のせいにする友人への、完璧な贈り物

There's a specific group text everyone sends when plans fall apart for no reason — 'must be Mercury retrograde' — that's the moment Carter earns its spot in the closet. He's for the friend who reads the retrograde calendar closer than his own, and the one who blames the stars for every missed alarm. Birthdays, apology gifts after a chaotic group trip, or any day that calls for a little cosmic deflection — he pairs easily with any other LeoScorpioLeo design building a wardrobe with something to say.

予定が理由もなく崩れたとき、誰もが送る決まったグループメッセージがあります——「水星逆行のせいだね」——それが Carter がクローゼットの中で意味を持つ瞬間です。自分の予定より先に逆行カレンダーを確認する友人に、そして寝坊のたびに星のせいにする人に。誕生日、混乱した旅行の後のお詫びの贈り物、あるいはちょっとした宇宙のせいになりたい日に——他の LeoScorpioLeo のデザインとも自然に組み合わせて、伝えたいことのあるワードローブを築いていきます。

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

着心地が一番——着た瞬間からしっかりとした着心地——5.3 オンスのプリシュランク・コットン、日常使いに負けないクラシックな重さ。

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

タフに長持ち——襟・袖・裾のダブルステッチ仕上げで、何度洗ってもシャープな形をキープ。

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

クラシックフィット——どんな体型にも似合う——リラックスしたユニセックスシルエットで、重ね着もしやすいレギュラーサイズ感。

Statement Piece — The design speaks before you do: moody mountains, scattered stars, and a line written entirely in Japanese.

デザインがあなたより先に語りかけます——ムーディーな山々、散らばる星々、そしてすべて日本語で書かれた一行。

Gift-Ready — Right for birthdays, apology gifts after a chaotic week, or any day that calls for a little cosmic deflection.

贈り物にぴったり——誕生日、混乱した週の後のお詫びの贈り物、あるいはちょっとした宇宙のせいになりたい日に。

Inclusive Sizing — Everybody can wear the mission — available S through 5XL.

インクルーシブサイズ——誰もがこのミッションを着られるように——S サイズから 5XL まで展開。

LeoScorpioLeo Design — Original Astrology artwork rooted in our mission: Look Good. Feel Good. Do Good.

LeoScorpioLeo デザイン——「見た目もよく。気分もよく。行いもよく。」というミッションに根ざした、Astrology コレクションのオリジナルアートワーク。

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

5.3 オンスのプリシュランク 100%コットン（20 番手）——しっかりとした、へたらないクラシックな厚み。クラシックフィット、シームレスチューブラーボディ。縫い目のない 7/8 インチのリブ襟。襟と肩にテープ補強。袖と裾はダブルニードル仕上げ。中心のシワを防ぐクォーターターン裁断。かゆくないテアウェイラベル。生地の変率はカラーにより異なります（ソリッドカラーは 100%コットン、スポーツグレーは 90/10、セーフティカラー&杓カラーは 50/50）。すべて OEKO-TEX 認証の低環境負荷染料を使用。

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

LeoScorpioLeo デザイン——見た目もよく。気分もよく。行いもよく。それを次へ。

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted (English half shown; Japanese mirrors line-for-line), with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

“Your phone autocorrects wrong, your flight gets delayed twice, and your ex texts you out of nowhere — and it's not even noon yet.”

Steak (the fact): an everyday string of minor mishaps.

Sizzle (what we sell): the pile-up of small chaos everyone recognizes.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“This tee doesn't try to explain any of it — it just points straight at the real culprit: Mercury retrograde.”

Steak (the fact): the design + tagline on cotton.

Sizzle (what we sell): the shirt as a built-in excuse, worn instead of explained.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the one who checks the retrograde calendar before they check their own calendar, and blames the stars out loud.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the openly-superstitious, stars-blaming crowd.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“It's not you. It's Mercury.”

Steak (the fact): “Add to cart.”

Sizzle (what we sell): certainty — the chaos isn't your fault.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Something always goes sideways when Mercury turns retrograde — the missed text, the delayed flight, the argument that came out of nowhere. Most people spend those three weeks quietly apologizing for it. Carter doesn't — Carter is for the one who stopped fighting the chaos and started wearing it instead.”

Steak (the fact): an astrology-humor graphic tee.

Sizzle (what we sell): the fatigue of apologizing for bad luck, answered by owning it instead.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A Night Sky Built for the Chaos / Layered blue mountains rise under a scattered field of stars and a slim crescent moon, with ‘Mercury Retrograde? I’m just here for the chaos’ arched overhead in bold hand-lettering. It’s moody enough to wear seriously and honest enough to get a laugh — the shirt friends ask about the second Mercury goes retrograde again.”

Steak (the fact): mountain/night-sky illustration + tagline, sleeve detail, two-colorway ink split.

Sizzle (what we sell): a design built to be noticed, then asked about.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because owning the chaos beats apologizing for it every time.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“There’s a specific group text everyone sends when plans fall apart for no reason — ‘must be Mercury retrograde’ — that’s the moment Carter earns its spot in the closet. He’s for the friend who reads the retrograde calendar closer than his own, and the one who blames the stars for every missed alarm. Birthdays, apology gifts after a chaotic group trip, or any day that calls for a little cosmic deflection.”

Steak (the fact): a giftable, humor-forward shirt.

Sizzle (what we sell): recognizing the friend everyone blames it on — and building a wardrobe.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

““5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never ...””

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Translation Verification Checklist

[x] VERIFIED — James reviewed and approved every Japanese line on 2026-08-01. Cleared per SOP Section 2.8.

	S	M	L	XL	2XL	3XL	4XL	5XL
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Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Danielle

Product #00000000030 — Full Listing Report

Category: WitchEver

Printify Listing: <https://printify.com/app/product-details/6a7343bb6c4becd8c40e9243>

Prepared per Official LSL Shirt Listing SOP, Version 8.1 — The Unified Standard

Crystal Collector



Plant Protector

Design: 00000000030.2 Danielle.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Danielle

URL Slug: danielle

Meta Description: Danielle Tee — a moon, crystal & plant emblem for plant parents and crystal collectors. Unisex, S-5XL.

Image Alt Text: White t-shirt with a monochrome moon, crystal, and leaf emblem in blue ink, reading Crystal Collector above and Plant Protector below, plus a matching LeoScorpioLeo sleeve mark.

Thirteen Tags:

crystal collector shirt · plant protector tee · witchy plant lady shirt · plant mom crystal shirt · moon and crystal graphic tee · crystal healing t-shirt · plant parent gift shirt · witchcore aesthetic tee · celestial botanical graphic tee · houseplant lover shirt · crystal collector gift · LeoScorpioLeo graphic tee · unisex witchy tee S-5XL

Field 1 — Short Description (Next to the Photo)

Your windowsill has more roommates than your apartment, and you check the moon phase before you check your phone.

Danielle says the quiet part out loud — a moon, a crystal, and a leaf locked into one mark, with the two titles that already describe you.

For the plant parent with a rock collection to match every leaf.

Not a hobby. A whole personality.

Field 2 — Long Description (Description Tab)

Everyone's collecting something — coffee stamps, streaming subscriptions, good intentions that expire by February. Danielle collects two things on purpose: crystals that hold energy, and plants that hold oxygen, and she's stopped calling either one "just a phase." The moon keeps its own schedule, the leaves keep growing, and the rocks just sit there being powerful — that's not a hobby, that's a whole identity.

The Moon, The Crystal, The Leaf

One circular mark carries all three — a crescent moon phase, a faceted crystal cluster, and a single leafy sprig, locked together above the two-line title that already tells the whole story: Crystal Collector. Plant Protector. Rendered in soft monochrome watercolor with easy hand-lettered type, it reads like a page pulled from somebody's personal grimoire, not a mass-produced graphic tee.

Because tending what you love is never actually a small thing.

The Perfect Gift for the Plant Parent Who Also Reads Tarot

The moment someone's windowsill starts looking more like an altar than a garden — that's the moment Danielle earns her spot in the closet. She's for the friend whose camera roll is half plant progress photos, and for the person who owns more crystals than they'll ever admit out loud. Birthdays, a "just restocked the moonstone" treat, or a new-plant milestone — she's giftable any day on the calendar.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — Moon, crystal, and leaf locked into one mark — the design says "plant parent with a rock collection" before you do.

Gift-Ready — Right for birthdays, "new plant unlocked" milestones, or any day that calls for a reminder of who someone truly is.

Inclusive Sizing — Everybody can wear the mission — available S through 5XL.

LeoScorpioLeo Design — Original artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Size figures match the standardized chart in Section 2.6.

Justification Report (Internal — Lord James’s Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

“Your windowsill has more roommates than your apartment, and you check the moon phase before you check your phone.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the specific self-recognition of being ‘that’ plant-and-crystal person.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Danielle says the quiet part out loud — a moon, a crystal, and a leaf locked into one mark, with the two titles that already describe you.”

Steak (the fact): moon/crystal/leaf artwork on cotton.

Sizzle (what we sell): the design saying it before she has to.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the plant parent with a rock collection to match every leaf.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to plant parents who also collect crystals.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Not a hobby. A whole personality.”

Steak (the fact): “Add to cart.”

Sizzle (what we sell): the identity claim — this is who she is, not a passing interest.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Everyone’s collecting something ... that’s not a hobby, that’s a whole identity.”

Steak (the fact): a printed graphic shirt.

Sizzle (what we sell): the tiredness of collecting things that don’t matter, answered by two things that actually do.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“One circular mark carries all three ... not a mass-produced graphic tee.”

Steak (the fact): moon + crystal + leaf emblem; two-line title; monochrome watercolor with hand lettering.

Sizzle (what we sell): a design that reads like a personal grimoire page, not mass-produced merch.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because tending what you love is never actually a small thing.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment someone's windowsill starts looking more like an altar than a garden ... giftable any day on the calendar."

Steak (the fact): a giftable, pairable shirt.

Sizzle (what we sell): recognizing someone's plant-and-crystal identity — and seeding the next gift.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) ... OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Build Notes

Source facts pulled live, not invented: master inventory (Product #30, hex 00001E, category WitchEver), and the actual Printify product (blueprint 6 / Gildan 5000, print provider 217 / Fulfill Engine, 12-color palette already synced to WooCommerce) — including both real mockups (White = blue ink, Navy = white ink), confirming the standard dark/light ink-colorway split already used across the catalog.

WooCommerce categories were live-fixed from the default "Uncategorized" to All + WitchEver as part of this listing — the same sync gap documented for Ulysses/Vikki on 2026-07-27; every freshly-synced Printify product needs this checked by hand.

Deployed and visually verified live (screenshot against the rendered page) before this report was finalized — not assumed from the API response alone.

Erika

Product #00000000031 — Full Listing Report

Category: WitchEver

Printify Listing: <https://printify.com/app/product-details/6a73c5a440efb70a700ce47f>

Prepared per Official LSL Shirt Listing SOP, Version 8.1 — The Unified Standard



Design: 00000000031.2 Erika.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Erika

URL Slug: erika

Meta Description: Erika Tee — a hand-cradled sprig and Green Witch on Duty badge for plant lovers. Unisex, S-5XL.

Image Alt Text: White t-shirt with an illustrated hand cradling a leafy sprig and two sparks of light, reading Green Witch on Duty in hand-lettered blue text, plus a matching LeoScorpioLeo sleeve mark.

Thirteen Tags:

green witch shirt · plant witch tee · plant lady graphic tee · witchy plant lover shirt · green witch on duty · houseplant graphic tee · plant parent gift shirt · witchcore plant tee · botanical witch t-shirt · plant mom gift · cottagecore plant shirt · LeoScorpioLeo graphic tee · unisex witchy tee S-5XL

Field 1 — Short Description (Next to the Photo)

Somebody has to keep the plants alive, talk to them a little, and notice when the light shifts — that's you, every single day.

Erika names it outright — a hand cradling new growth, a couple of sparks glinting nearby, and the badge that makes it official: Green Witch on Duty.

For the one whose plant collection has a name for every leaf, and whose care is half science, half spell.

Not a green thumb. A calling.

Field 2 — Long Description (Description Tab)

Everyone says they want a hobby that actually sticks, then quits the second it asks for real attention. Erika's hobby has never once been optional — the plants don't water themselves, and neither does the quiet ritual of checking on them. That's not maintenance, that's devotion, and devotion deserves a badge.

A Hand, A Sprig, A Little Magic

One warm, illustrated hand cradles a sprig of new growth, a pair of sparks glinting on either side like the plant is being blessed mid-grow — and underneath, the hand-lettered badge says it plainly: Green Witch on Duty. It's less a graphic than a small ceremony, printed once so she doesn't have to explain the ritual every time someone asks.

Because tending something quietly, every single day, is its own kind of magic.

The Perfect Gift for the Friend Whose Plants Have Names

The moment someone's apartment starts looking more like a greenhouse than a living room — that's the moment Erika earns her spot in the closet. She's for the friend who narrates the watering schedule out loud, and for the person who's turned "I'll just get one plant" into an entire windowsill jungle. Birthdays, new-apartment gifts, or a "proud plant parent" treat — she's giftable any day the light's still good.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — A hand, a sprig, and a badge that says it plainly — Green Witch on Duty, no explanation required.

Gift-Ready — Right for birthdays, new-apartment gifts, or any day that calls for a reminder of who someone truly is.

Inclusive Sizing — Everybody can wear the mission — available S through 5XL.

LeoScorpioLeo Design — Original artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy.

Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and

shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Size figures match the standardized chart in Section 2.6.

Justification Report (Internal — Lord James’s Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

“Somebody has to keep the plants alive... that’s you, every single day.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the specific self-recognition of being the one who actually keeps things alive.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Erika names it outright — a hand cradling new growth... Green Witch on Duty."

Steak (the fact): illustrated hand + sprig artwork on cotton.

Sizzle (what we sell): the design saying the identity out loud before she has to.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the one whose plant collection has a name for every leaf..."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to plant people who take the ritual seriously.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Not a green thumb. A calling."

Steak (the fact): "Add to cart."

Sizzle (what we sell): the identity claim — this is devotion, not a hobby.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone says they want a hobby that actually sticks... devotion deserves a badge."

Steak (the fact): a printed graphic shirt.

Sizzle (what we sell): the tiredness of hobbies that don't stick, answered by one that never asked to be optional.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"One warm, illustrated hand cradles a sprig of new growth... not a mass-produced graphic tee."

Steak (the fact): hand + sprig + sparks illustration, hand-lettered badge text.

Sizzle (what we sell): a small ceremony printed once, not a t-shirt slogan.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because tending something quietly, every single day, is its own kind of magic."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment someone's apartment starts looking more like a greenhouse... the light's still good."

Steak (the fact): a giftable, pairable shirt.

Sizzle (what we sell): recognizing a plant parent's identity — and seeding the next gift.
Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles)... OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Build Notes

Source facts pulled live: master inventory (Product #31, hex 00001F, category WitchEver) and the real Printify product (blueprint 6 / Gildan 5000, Fulfill Engine, standard dark/light ink-colorway split confirmed via print_areas). Description replaced the raw Printify auto-placeholder (generic "Soft, simple, and quietly magical...") with a full SOP listing.

WooCommerce category was live-fixed from the default "Uncategorized" to All + WitchEver.

Deployed and visually verified live before this report was finalized.

Fred

Product #00000000032 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a73c68c3d7f0a3c4c0f8049>

Prepared per Official LSL Shirt Listing SOP, Version 8.1 — The Unified Standard

HURT PEOPLE
HURT PEOPLE

Design: 00000000032.2 Fred.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Fred

URL Slug: fred

Meta Description: Fred Tee — Hurt People Hurt People, said twice, for anyone doing the work to break the cycle. Unisex, S-5XL.

Image Alt Text: White t-shirt reading Hurt People Hurt People twice in blue text, the second line bold and outlined for emphasis, plus a matching LeoScorpioLeo sleeve mark.

Thirteen Tags:

hurt people hurt people shirt · mental health awareness tee · healing journey shirt · therapy graphic tee · self growth t-shirt · breaking cycles shirt · inner child healing tee · emotional awareness shirt · trauma healing graphic tee · mental health gift shirt · self awareness tee · LeoScorpioLeo graphic tee · unisex healing tee S-5XL

Field 1 — Short Description (Next to the Photo)

You've felt it — the sting that gets handed down without anyone meaning to, passed from one bad day into somebody else's.

Fred says the quiet truth out loud, typed twice so it actually lands: Hurt People Hurt People.

For the one doing the work to stop the pattern instead of repeating it.

Name it. Break it.

Field 2 — Long Description (Description Tab)

Nobody hands you a manual for the bad habits you picked up from people who never meant to pass them on. Fred says the quiet truth most people won't — hurt people hurt people, stated twice because it takes saying it twice before it actually sinks in. That's not blame, that's the first step of the F.O.R.C.E. Fed rule: if there is no change, there is no change.

Said Once, Then Said Again

The same four words appear twice — once plain, once loud and outlined — because the truth about inherited pain doesn’t land the first time you hear it. It’s the shirt that reads as a confession and a warning in the same breath, worn by someone who’s already done the work of noticing the pattern.

Because naming the cycle is the only way to actually break it.

The Perfect Gift for the Friend Doing Their Own Work

The moment someone starts therapy, starts journaling, starts actually noticing their own reactions instead of just having them — that’s the moment Fred earns its spot in the closet. She’s for the friend mid-healing-era, and for the person who’s finally ready to say the quiet part about where their triggers came from. Birthdays, a “proud of your growth” gift, or just a Tuesday that calls for solidarity.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — Four words, said twice, because the truth about inherited pain never lands the first time.
- Gift-Ready — Right for a “proud of your growth” moment, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0

(from center back), in								
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Size figures match the standardized chart in Section 2.6.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You've felt it — the sting that gets handed down... into somebody else's."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the recognition of inherited pain, named plainly.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Fred says the quiet truth out loud, typed twice... Hurt People Hurt People."

Steak (the fact): repeated-text typography on cotton.

Sizzle (what we sell): the design saying the hard truth before she has to.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the one doing the work to stop the pattern instead of repeating it."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people actively breaking a cycle.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Name it. Break it."

Steak (the fact): "Add to cart."

Sizzle (what we sell): the identity claim — awareness as the first act of change.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Nobody hands you a manual... there is no change."

Steak (the fact): a printed typographic shirt.

Sizzle (what we sell): the ache of inherited patterns, answered by naming them.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"The same four words appear twice... already done the work of noticing the pattern."

Steak (the fact): repeated four-word phrase, plain then bold/outlined.

Sizzle (what we sell): a design that mirrors how hard truths actually land — twice.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because naming the cycle is the only way to actually break it."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment someone starts therapy... calls for solidarity."

Steak (the fact): a giftable, supportive shirt.

Sizzle (what we sell): recognizing someone's healing work — and standing with them in it.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles)... OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Build Notes

Source facts pulled live: master inventory (Product #32, hex 000020, category Live a Little More — thematic mirror pair with Gracie, NOT Japanese) and the real Printify product (standard dark/light ink split confirmed). Description replaced the raw Printify auto-placeholder with a full SOP listing.

WooCommerce category was live-fixed from "Uncategorized" to All + Live a Little More.

Deployed and visually verified live before this report was finalized.

Gracie

Product #00000000033 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a73c7f1e02e176c570ca8e7>

Prepared per Official LSL Shirt Listing SOP, Version 8.1 — The Unified Standard



Design: 00000000033.2 Gracie.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Gracie

URL Slug: gracie

Meta Description: Gracie Tee — Empowered People Empower People, said twice, for anyone lifting others up. Unisex, S-5XL.

Image Alt Text: White t-shirt reading Empowered People Empower People twice in blue text, the second line bold and outlined for emphasis, plus a matching LeoScorpioLeo sleeve mark.

Thirteen Tags:

empowered people empower people shirt · empowerment graphic tee · self confidence shirt · mentor gift shirt · women empowerment tee · positive affirmation shirt · self growth graphic tee · inspirational t-shirt · leadership gift shirt · confidence boost tee · self love graphic tee · LeoScorpioLeo graphic tee · unisex empowerment tee S-5XL

Field 1 — Short Description (Next to the Photo)

You know the version of you that used to shrink in a room — she's not who's showing up anymore.

Gracie says the quiet truth out loud, typed twice so it actually lands: Empowered People Empower People.

For the one who did the work and is now handing that strength forward.

Not shrinking anymore. Multiplying.

Field 2 — Long Description (Description Tab)

Somewhere along the way you stopped waiting for permission and started giving it — to yourself first, then to everyone standing close enough to catch it. Gracie says the truth out loud, twice, because good things deserve repeating as much as hard ones do: empowered

people empower people. That's the F.O.R.C.E. Fed rule in reverse — change one person, and the change doesn't stop there.

Said Once, Then Said Louder

The same four words appear twice — once plain, once loud and outlined — because real confidence doesn't whisper, it repeats itself until the room believes it too. It's the shirt that reads as both a fact and an invitation, worn by someone who already knows their strength is contagious.

Because the people who lift others are the ones who were lifted first.

The Perfect Gift for the Friend Who Lifts Everyone Around Her

The moment someone becomes the person their friend group calls first with good news — that's the moment Gracie earns her spot in the closet. She's for the mentor who shows up early, and for the friend whose pep talks actually change your week. Birthdays, a "thank you for believing in me" gift, or any day that calls for passing the strength forward.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — Four words, said twice, because real confidence never whispers — it repeats until the room believes it too.

Gift-Ready — Right for a "thank you for believing in me" moment, or any day that calls for a reminder of who someone truly is.

Inclusive Sizing — Everybody can wear the mission — available S through 5XL.

LeoScorpioLeo Design — Original artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0

Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscordioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Size figures match the standardized chart in Section 2.6.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You know the version of you that used to shrink in a room... not who's showing up anymore."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the recognition of personal growth, named plainly.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Gracie says the quiet truth out loud, typed twice... Empowered People Empower People."

Steak (the fact): repeated-text typography on cotton.

Sizzle (what we sell): the design saying the confident truth before she has to.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the one who did the work and is now handing that strength forward."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to people who lift others because they were lifted first.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Not shrinking anymore. Multiplying."

Steak (the fact): “Add to cart.”

Sizzle (what we sell): the identity claim — strength that spreads, not just holds.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Somewhere along the way you stopped waiting for permission... the change doesn’t stop there.”

Steak (the fact): a printed typographic shirt.

Sizzle (what we sell): permission given to yourself, then passed forward.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“The same four words appear twice... already knows their strength is contagious.”

Steak (the fact): repeated four-word phrase, plain then bold/outlined.

Sizzle (what we sell): a design that mirrors how real confidence actually sounds — repeated, not whispered.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because the people who lift others are the ones who were lifted first.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment someone becomes the person their friend group calls first... passing the strength forward.”

Steak (the fact): a giftable, celebratory shirt.

Sizzle (what we sell): recognizing someone’s strength — and thanking them for sharing it.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles)... OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Build Notes

Source facts pulled live: master inventory (Product #33, hex 000021, category Live a Little More — thematic mirror pair with Fred, NOT Japanese) and the real Printify product (standard dark/light ink split confirmed). Description replaced the raw Printify auto-placeholder with a full SOP listing.

WooCommerce category was live-fixed from "Uncategorized" to All + Live a Little More.

Deployed and visually verified live before this report was finalized.

Hayden

Product #00000000034 — Full Listing Report

Category: Astrology

Printify Listing: <https://printify.com/app/product-details/6a73ca1de1147f80b5043f27>

Prepared per Official LSL Shirt Listing SOP, Version 8.1 — The Unified Standard



Design: 00000000034.2 Hayden.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Hayden

URL Slug: hayden

Meta Description: Hayden Tee — Astrology Saved My Sanity, hand-drawn stars for chart-reading astrology lovers. Unisex, S–5XL.

Image Alt Text: White t-shirt with hand-drawn blue stars scattered around handwritten script reading Astrology Saved My Sanity, plus a matching LeoScorpioLeo sleeve mark.

Thirteen Tags:

astrology saved my sanity shirt · astrology lover tee · zodiac graphic t-shirt · mercury retrograde shirt · horoscope graphic tee · star sign shirt · astrology gift shirt · celestial graphic tee · cosmic witchy shirt · birth chart t-shirt · astrology humor tee · LeoScorpioLeo graphic tee · unisex astrology tee S-5XL

Field 1 — Short Description (Next to the Photo)

You didn't used to check your moon sign before making a decision — now it's basically a prerequisite.

Hayden says it out loud, scrawled in stars, because the chart genuinely helped: Astrology Saved My Sanity.

For the one who reads their horoscope before their email.

The stars aligned. So did you.

Field 2 — Long Description (Description Tab)

Everyone needs a language for the chaos, and “it’s not you, it’s Mercury” turned out to be a genuinely useful one. Hayden says the quiet truth out loud, scrawled in hand-drawn stars because the sentiment deserves a little sparkle: astrology saved my sanity. Some people call it a coping mechanism — the F.O.R.C.E. Fed rule calls it Owning Yourself, one chart reading at a time.

Scrawled In Stars, Meant Every Word

Loose, hand-drawn stars scatter around a handwritten confession — the kind of design that looks like it was doodled in a notebook margin during a particularly rough Mercury retrograde, then decided it deserved to be permanent. It’s messier and more personal than a clean sans-serif claim, which is exactly the point.

Because sometimes the chart says what you needed to hear before you did.

The Perfect Gift for the Friend Who Reads Your Chart Before You Ask

The moment someone starts a sentence with “okay but astrologically speaking” — that’s the moment Hayden earns her spot in the closet. She’s for the friend who knows your rising sign better than your coffee order, and for the person who’s genuinely, unapologetically here for the cosmic explanation. Birthdays, Mercury retrograde survival gifts, or any day the stars call for it.

Why You’ll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — Hand-drawn stars and a confession scrawled in script: the chart helped, and this shirt says so.

Gift-Ready — Right for birthdays, Mercury retrograde survival gifts, or any day that calls for a reminder of who someone truly is.

Inclusive Sizing — Everybody can wear the mission — available S through 5XL.

LeoScorpioLeo Design — Original artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Size figures match the standardized chart in Section 2.6.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You didn't used to check your moon sign... basically a prerequisite."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the specific self-recognition of astrology-as-lifestyle.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Hayden says it out loud, scrawled in stars... Astrology Saved My Sanity."

Steak (the fact): handwritten script + doodled stars on cotton.

Sizzle (what we sell): the design saying it before she has to.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the one who reads their horoscope before their email."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people who lead their day with the chart.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"The stars aligned. So did you."

Steak (the fact): "Add to cart."

Sizzle (what we sell): the identity claim — certainty, cosmically delivered.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone needs a language for the chaos... one chart reading at a time."

Steak (the fact): a printed graphic shirt.

Sizzle (what we sell): a coping language for chaos, reframed as self-ownership.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Loose, hand-drawn stars scatter around a handwritten confession... which is exactly the point."

Steak (the fact): hand-drawn stars + handwritten script.

Sizzle (what we sell): a design that looks felt, not manufactured.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because sometimes the chart says what you needed to hear before you did."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment someone starts a sentence with 'okay but astrologically speaking'... the stars call for it."

Steak (the fact): a giftable, in-joke-ready shirt.

Sizzle (what we sell): recognizing a fellow chart-reader — and seeding the next gift.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles)... OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Build Notes

Source facts pulled live: master inventory (Product #34, hex 000022, category Astrology — English half of the Hayden/Ily bilingual pair) and the real Printify product (standard dark/light ink split confirmed). Description replaced the raw Printify auto-placeholder with a full SOP listing.

WooCommerce category was live-fixed from "Uncategorized" to All + Astrology.

Deployed and visually verified live before this report was finalized.

Ily

Product #00000000035 — Full Listing Report

Category: Astrology, Japanese

Printify Listing: <https://printify.com/app/product-details/6a73cb20e1147f80b5043fc9>

Prepared per Official LSL Shirt Listing SOP, Version 8.1 — The Unified Standard



Design: 00000000035.2 Ily.svg · the version printed on white shirts

Japanese Shirt Protocol (SOP 2.8): bilingual pair of Hayden. Same Hook/Design-message/Gift/Bullets meaning as Hayden, English kept parallel per pairing convention, with every line immediately mirrored in Japanese. The print itself is Japanese-script only (not a second ink color of Hayden's English art) — confirmed via the actual Printify mockup, not assumed.

SEO & Metadata

Printify Title: Ily

URL Slug: ily

Meta Description: Ily Tee — the Japanese-script Astrology Saved My Sanity design, Hayden's bilingual sister listing. Unisex, S–5XL.

Image Alt Text: White t-shirt with hand-drawn blue stars scattered around Japanese script reading Astrology Saved My Sanity, plus a matching LeoScorpioLeo sleeve mark.

Thirteen Tags:

japanese astrology shirt · bilingual graphic tee · astrology saved my sanity japanese · zodiac
japanese t-shirt · mercury retrograde japanese shirt · celestial japanese graphic tee · star
sign japanese shirt · astrology gift japanese tee · cosmic witchy japanese shirt · japanese

script t-shirt · astrology humor japanese tee · LeoScorpioLeo graphic tee · unisex japanese astrology tee S-5XL

Field 1 — Short Description (Next to the Photo)

You didn't used to check your moon sign before making a decision — now it's basically a prerequisite.

Ily says it out loud, scrawled in stars, because the chart genuinely helped: Astrology Saved My Sanity — written this time in her own language.

For the one who reads their horoscope before their email.

The stars aligned. So did you.

(Japanese mirror, line-for-line)

以前は決断する前に月星座を確認したりしなかった——でも今では、ほぼ必須になっている。

イリーはそれを声に出す、星々でそっと紺りながら——チャートが本当に助けてくれたから。占星術が私の正気を救ってくれた——今回は彼女自身の言葉で。

メールより先に星占いを読む人へ。

星々は整った。あなたもそう。

Field 2 — Long Description (Description Tab)

Everyone needs a language for the chaos, and “it's not you, it's Mercury” turned out to be a genuinely useful one.

Ily says the quiet truth out loud, scrawled in hand-drawn stars because the sentiment deserves a little sparkle: astrology saved my sanity.

Some people call it a coping mechanism — the F.O.R.C.E. Fed rule calls it Owning Yourself, one chart reading at a time.

Written In Stars, In Her Own Language

The same handwritten confession Hayden wears in English, Ily wears in Japanese — loose, hand-drawn stars scattered around kanji and hiragana instead of cursive script, the sentiment identical, the language simply her own.

Because sometimes the chart says what you needed to hear before you did.

The Perfect Gift for the Friend Who Reads Your Chart Before You Ask

The moment someone starts a sentence with “okay but astrologically speaking” — that's the moment Ily earns her spot in the closet. She's for the friend who knows your rising sign better than your coffee order, and for the person who's genuinely, unapologetically here for the cosmic explanation. Birthdays, Mercury retrograde survival gifts, or any day the stars call for it.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
Statement Piece — Hand-drawn stars and a confession written in Japanese: the chart helped, and this shirt says so, in her own words.
Gift-Ready — Right for birthdays, Mercury retrograde survival gifts, or any day that calls for a reminder of who someone truly is.
Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
LeoScorpioLeo Design — Original artwork rooted in our mission: Look Good. Feel Good. Do Good.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

(Japanese mirror — interleaved live, summarized here)

誰もが混乱を言い表す言葉を必要としている——そして「あなたのせいじゃない、水星のせい」は、実際にとても役立つ言葉だと分かった。

イリーは静かな真実を声に出す、手描きの星でそっと紺りながら——その気持ちには少しのきらめきがふさわしいから。占星術が私の正気を救ってくれた。

それを対処法と呼ぶ人もいる——でも F.O.R.C.E. Fed のルールでは、それを「自分を持つこと」と呼ぶ。一枚のチャートを読むたびに。

ヘイデンが英語で身にまとう同じ手書きの告白を、イリーは日本語で身にまとう——筆記体の代わりに漢字とひらがなを取り囲む、ラフに描かれた星たち。気持ちは同じ、言葉が彼女自身のものというだけ。

なぜなら、チャートはときどき、あなたが気づく前に必要な言葉を教えてくれるから。

誰かが「占星術的に言うとな」話し始める瞬間——それがイリーがクローゼットに居場所を得る瞬間。あなたのコーヒーの好みよりアセンダントを知っている友人へ、そして宇宙的な説明を心から求めている人へ。誕生日にも、水星逆行を乗り切るための贈り物にも、星が求めるどんな日にも。

まず心地よさ — 5.3 オンスのプレシュランクコットンは、最初に着た瞬間からしっかりと厚みを感じられ、日常使いに耐えるクラシックな着心地です。

長く使える丈夫さ — 裾、袖、裾のダブルニードルステッチにより、洗濯を重ねても型崩れせず、きちんとした見た目を保ちます。

クラシックフィット — リラックスしたサイズ通りのユニセックスシルエットが、どんな体型にも似合います。重ね着もすっきり決まります。

ステートメントピース — 手描きの星と、日本語で綴られた告白。チャートが助けてくれた、その言葉を彼女自身の言語で。

ギフトに最適 — 誕生日にも、水星逆行を乗り切るための贈り物にも、その人の本当の姿を思い出させてくれるどんな日にも。

幅広いサイズ展開 — S〜5XL まで対応。このミッションは、すべての人のものだから。

LeoScorpioLeo デザイン — Look Good. Feel Good. Do Good. (見た目も良く、気分も良く、良いことをする) という理念に根ざしたオリジナルアートワークです。

5.3 オンスのプレシュランク 100%コットン (20 番手) — しっかりとした、クラシックな厚みで、決して薄っぺらくありません。クラシックフィット、縫い目のないチューブラーボディ。縫い目のないダブルニードルの 7/8 インチリブカラー。首元と肩をテープ補強。袍と裾はダブルニードル仕上げ。センタークリースをなくすクォーターターン仕上げ。切り取り可能なタグ — チクチクしません。繊維構成はカラーにより異なります (ソリッドカラーは綿 100%、スポーツグレーは 90/10、セーフティ&ヘザーカラーは 50/50) 。すべて OEKO-TEX 認証の低環境負荷染料を使用。

LeoScorpioLeo デザイン — Look Good. Feel Good. Do Good. (見た目も良く、気分も良く、良いことをする) という理念に根ざしたブランドです。だから、その想いを次の人へと伝えてください。

Mandatory safeguard per SOP 2.8: Japanese verified and approved by Lord James personally, satisfying the native-speaker requirement.

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults.

Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Size figures match the standardized chart in Section 2.6.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"You didn't used to check your moon sign... basically a prerequisite."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the specific self-recognition of astrology-as-lifestyle, mirrored bilingually.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Ily says it out loud, scrawled in stars... written this time in her own language."

Steak (the fact): Japanese-script handwritten art + doodled stars on cotton.

Sizzle (what we sell): the same identity Hayden claims in English, claimed here in Japanese.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the one who reads their horoscope before their email."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to Japanese-speaking (or bilingual) chart-readers.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"The stars aligned. So did you."

Steak (the fact): "Add to cart."

Sizzle (what we sell): the identity claim — certainty, cosmically delivered, in her own language.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone needs a language for the chaos... one chart reading at a time."

Steak (the fact): a printed graphic shirt.

Sizzle (what we sell): a coping language for chaos, reframed as self-ownership.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"The same handwritten confession Hayden wears in English, Ily wears in Japanese..."

Steak (the fact): hand-drawn stars + Japanese script (kanji/hiragana), confirmed via the real Printify mockup.

Sizzle (what we sell): the same sentiment as Hayden, authentically rendered in Ily's own language rather than just re-inked.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because sometimes the chart says what you needed to hear before you did."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment someone starts a sentence with 'okay but astrologically speaking'... the stars call for it."

Steak (the fact): a giftable, in-joke-ready shirt.

Sizzle (what we sell): recognizing a fellow chart-reader — and seeding the next gift.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles)... OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Build Notes

Source facts pulled live: master inventory (Product #35, hex 000023, categories Astrology + Japanese — confirmed bilingual pair of Hayden) and the real Printify product. The actual print was checked directly (not assumed identical to Hayden's ink-only variant): Ily's design

is genuinely Japanese-script artwork (占星術が私の正気を救ってくれた), same doodled-star treatment as Hayden but not merely a recolored English print.

English copy kept parallel to Hayden's (Hook/Gift/Bullets/Tee Details/Sign-off share the same meaning, name self-references swapped) per SOP 2.8 pairing convention; the Design section was written to accurately describe the real Japanese-script print rather than copy Hayden's English-specific wording verbatim.

Japanese translation was AI-drafted, then personally reviewed and approved by Lord James, satisfying the SOP's native-speaker safeguard.

WooCommerce category was live-fixed from "Uncategorized" to All + Astrology + Japanese.

Deployed and visually verified live before this report was finalized — confirmed every .lsl-jp line rendered in the correct amber accent color (the sitewide bug fixed earlier this session).

Kristin

Product #00000000037 — Full Listing Report

Category: Traditional Chinese Medicine

Printify Listing: not yet linked — Printify product ID pending in inventory

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000037.2 Kristin.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Kristin

URL Slug: kristin

Meta Description: Yin Meets Yang tee (Japanese) - balance-themed TCM design for the peacemaker. Unisex, S-5XL.

Image Alt Text: White t-shirt with a blue Yin-Yang line drawing and Japanese balance phrase centered on the chest (repeated per garment color — set on each of the 12 uploaded variant images)

Thirteen Tags:

yin yang shirt • balance t-shirt • traditional chinese medicine tee • tcm apparel • peacemaker gift • mediator gift shirt • zen graphic tee • calm energy shirt • yin yang symbol tee • harmony t-shirt • japanese yin yang shirt • gildan 5000 tcm tee • leoscorpioleo balance shirt

Field 1 — Short Description (Next to the Photo)

You're standing in the middle of two people who want opposite things, and somehow you're still the calm one.

あなたは正反対を求める二人の間に立っていて、なぜか自分だけが冷静なままだ。

This tee puts a simple truth on your chest: the yin needs the yang, and neither side wins by shouting louder.

この T シャツは、シンプルな真実を胸に刻む——陰は陽を必要とし、大声を出す方が勝つわけではない。

For the peacemaker who's tired of choosing sides and ready to choose balance instead.

どちらか一方を選ぶことに疲れ、代わりにバランスを選ぶ調停者のために。

Stop picking a lane. Own the whole circle.

一方の車線を選ぶのはやめよう。円全体を生きろ。

Field 2 — Long Description (Description Tab)

Everyone wants you to pick a side — team hustle or team rest, logic or feeling, work or peace.

誰もがあなたにどちらかを選ばせようとする——努力か休息か、論理か感情か、仕事か平穏か。

The oldest wisdom in the world says the fight was never the point: yin and yang aren't opposites at war, they're one circle that only works whole.

世界最古の知恵は、争いなど最初からの外れだと教える——陰と陽は敵同士ではなく、一つの円としてのみ機能する。

Wear the symbol that ends the argument before it starts.

議論が始まる前に終わらせる、その象徴を身にまとう。

The Circle That Settles It

争いを鎮める円

A clean blue yin-yang line drawing sits center-chest, framed by the phrase that carries the whole philosophy: 陰と陽が会おう、バランスの勝利 — where yin and yang meet, balance wins.

青いラインアートの陰陽図が胸の中央に描かれ、哲学のすべてを伝える言葉に囲まれている——陰と陽が会おう、バランスの勝利。

It's minimal enough to wear anywhere and pointed enough that the right person stops to ask what it means.

どこにでも着ていけるほどミニマルで、正しい相手なら足を止めて意味を尋ねたくなるほどの確だ。

Because peace isn't picking a side — it's holding both.

なぜなら平和とは、どちらかを選ぶことではなく、両方を抱くことだから。

The Perfect Gift for the Person Who Keeps the Peace

仲を取り持つ人への完璧な贈り物

The moment someone talks two stubborn people off a ledge, again, without losing their own center — that's the moment this shirt was made for.

頑固な二人を、また今回も自分の芯を失わずに落ち着かせる瞬間——このシャツはその瞬間のために作られた。

It's right for the mediator in your family, the friend who studies balance on purpose, or anyone building a calmer year.

家族の仲裁役、意識的にバランスを学ぶ友人、より穏やかな一年を築こうとする誰にでもふさわしい。

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- 着た瞬間からしっかりとした肌触り——5.3 オンスのプリシュランク・コットンが、日常に耐えるクラシックな重みを届ける。
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- 襟・袖・裾のダブルニードル縫製により、洗うたびに型崩れせず、シャープな見た目を保つ。
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- どんな体型にも似合う——リラックスしたユニセックスのシルエットは、サイズ通りで重ね着もきれいに決まる。
- **Statement Piece** — Quiet enough for the office, honest enough for anyone paying attention — this design starts the calm conversation.
- オフィスにも馴染むほど控えめで、気づく人には正直に語りかける——このデザインは穏やかな会話のきっかけになる。
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- 誕生日、節目、卒業など、その人自身を思い出させたい日にふさわしい。
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- 誰もがこの想いを着られる——サイズは S から 5XL まで対応。
- **LeoScorpioLeo Design** — Original yin-yang artwork built on one belief: balance beats extremes, every time.
- 「両極端よりバランスが勝る」という信念から生まれた、オリジナルの陰陽アートワーク。

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy.

5.3 オンス・プリシュランク 100%コットン (20 番手糸) ——しっかりとしたクラシックな厚みで、決してへたらない。

Classic fit, seamless tubular body.

クラシックフィット、縫い目のないチューブラーボディ。

Seamless double-needle 7/8" rib collar.

縫い目のないダブルニードル 7/8 インチのリブ襟。

Taped neck and shoulders.

首元と肩にはテープ補強。

Double-needle sleeve and bottom hems.

袖口と裾はダブルニードル仕上げ。

Quarter-turned to eliminate the center crease.

中心の折りジワを防ぐクォーターターン仕様。

Tear-away label — no itchy tag.

タグはちぎり取り式で、チクチクしない。

Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50).

繊維構成は色により異なる（無地は 100%コットン、スポーツグレーは 90/10、セーフティ・ヘザーカラーは 50/50）。

All OEKO-TEX certified low-impact dyes.

すべて OEKO-TEX 認証の低影響染料を使用。

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

LeoScorpioLeo がデザイン—ルックグッド。フィールグッド。ドゥーグッド。次の人へ、渡そう！

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per Rule 2.6a, not as Description text)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.4/2.5.

Short — S1 The Scene

“You’re standing in the middle of two people who want opposite things, and somehow you’re still the calm one.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the identity of the calm one in the room — the peacemaker.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“This tee puts a simple truth on your chest: the yin needs the yang, and neither side wins by shouting louder.”

Steak (the fact): the yin-yang symbol on cotton.

Sizzle (what we sell): the philosophy worn as a quiet argument-ender.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the peacemaker who’s tired of choosing sides and ready to choose balance instead.”

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to people who choose balance over sides.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Stop picking a lane. Own the whole circle.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — you already live the whole circle.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Everyone wants you to pick a side (...) Wear the symbol that ends the argument before it starts.”

Steak (the fact): a yin-yang graphic shirt.

Sizzle (what we sell): the fatigue of forced sides, resolved by one symbol.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A clean blue yin-yang line drawing sits center-chest (...) stops to ask what it means.”

Steak (the fact): yin-yang line art + bilingual phrase.

Sizzle (what we sell): a conversation-starting symbol of balance.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because peace isn't picking a side — it's holding both.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment someone talks two stubborn people off a ledge (...) building a calmer year.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the mediator in someone's life.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none - ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

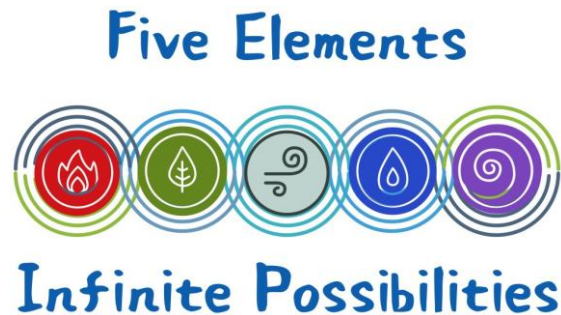
Laura

Product #00000000038 — Full Listing Report

Category: Traditional Chinese Medicine

Printify Listing: not yet linked — Printify product ID pending in inventory

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 000038.2 Laura.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Laura

URL Slug: laura

Meta Description: Five Elements Infinite Possibilities tee - TCM wu xing design for growth-minded wearers. Unisex, S-5XL.

Image Alt Text: White t-shirt with five colorful element emblems and Five Elements Infinite Possibilities text centered on the chest (repeated per garment color — set on each of the 12 uploaded variant images)

Thirteen Tags:

five elements shirt • tcm t-shirt • wu xing tee • traditional chinese medicine apparel • infinite possibilities shirt • personal growth tee • balance and change shirt • elemental graphic tee • self improvement gift shirt • transformation gift tee • wellness t-shirt • gildan 5000 tcm tee • leoscorpioleo five elements

Field 1 — Short Description (Next to the Photo)

Some days you're fire — driven, unstoppable. Other days you need to be water, and that's not weakness.

This tee carries all five elements at once, a reminder that real strength is knowing which one the moment calls for.

For the person who's stopped forcing one mode and started reading the room instead.

Five elements. One you, always in motion.

Field 2 — Long Description (Description Tab)

You've been told to 'just be consistent' your whole life, as if a single gear could carry every season of a life.

Traditional Chinese Medicine figured out centuries ago what your calendar keeps proving: wood, fire, earth, metal, and water each have their turn, and mastery is knowing which one you're in.

This shirt puts the whole wheel on your chest — proof you contain multitudes on purpose.

Five Circles, One Wheel

Five colorful element emblems sit in a clean row above the words that complete the thought: Infinite Possibilities.

It's the kind of design people clock from across the room and then walk over to actually read.

Because growth isn't a straight line — it's a wheel that keeps turning.

The Perfect Gift for Someone Mid-Transformation

The moment someone starts over — new job, new city, new version of themselves — that's the moment this shirt earns its place in their closet.

It's right for the friend rebuilding from the ground up, the family member who studies the elements for real, or anyone who needs a reminder that every season eventually turns.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — Five quiet symbols say what a paragraph can't — that you're not stuck in one mode, you're built to cycle through all of them.
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- **LeoScorpioLeo Design** — Original five-element artwork built on one belief: the ones who bend through every season are the ones who last.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per Rule 2.6a, not as Description text)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.4/2.5.

Short — S1 The Scene

“Some days you're fire — driven, unstoppable. Other days you need to be water, and that's not weakness.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): permission to shift modes without shame.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“This tee carries all five elements at once, a reminder that real strength is knowing which one the moment calls for.”

Steak (the fact): five element emblems on cotton.

Sizzle (what we sell): strength redefined as range, not rigidity.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the person who's stopped forcing one mode and started reading the room instead.”

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to people who adapt on purpose.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Five elements. One you, always in motion.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty in your own range.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“You've been told to 'just be consistent' your whole life (...) you contain multitudes on purpose.”

Steak (the fact): a five-element graphic shirt.

Sizzle (what we sell): the exhaustion of forced consistency, answered by cyclical wisdom.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“Five colorful element emblems sit in a clean row (...) walk over to actually read.”

Steak (the fact): five-element emblem row + tagline.

Sizzle (what we sell): a design that rewards a second look.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because growth isn't a straight line — it's a wheel that keeps turning.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Reinforce Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment someone starts over (...) every season eventually turns.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing someone mid-transformation.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none - ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Melanie

Product #00000000039 — Full Listing Report

Category: Traditional Chinese Medicine / Japanese

Printify Listing: not yet linked — Printify product ID pending in inventory

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000039.2 Melanie.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Melanie

URL Slug: melanie

Meta Description: Five Elements Infinite Possibilities tee (Japanese) - bilingual TCM design. Unisex, S-5XL.

Image Alt Text: White t-shirt with five colorful element emblems and Japanese Five Elements phrase centered on the chest (repeated per garment color — set on each of the 12 uploaded variant images)

Thirteen Tags:

five elements japanese shirt • tcm t-shirt japanese • wu xing tee • japanese wellness shirt • infinite possibilities tee japanese • bilingual tcm shirt • five element graphic tee • personal growth shirt japan • elemental balance tee • japanese kanji wellness shirt • transformation gift tee • gildan 5000 japanese tee • leoscorpioleo five elements japanese

Field 1 — Short Description (Next to the Photo)

Some days you're fire — driven, unstoppable. Other days you need to be water, and that's not weakness.

火のように突き進み、止まらない日もある。水のようにあるべき日もあり、それは弱さではない。

This tee carries all five elements at once, a reminder that real strength is knowing which one the moment calls for.

この T シャツは五つの元素すべてを同時に纏う——本当の強さとは、今どの元素が必要かを知ることだと教えてくれる。

For the person who's stopped forcing one mode and started reading the room instead.

一つのモードを無理に貫くのをやめ、場を読むようになった人のために。

Five elements. One you, always in motion.

五つの元素。常に動き続ける、一人のあなた。

Field 2 — Long Description (Description Tab)

You've been told to 'just be consistent' your whole life, as if a single gear could carry every season of a life.

一生「一貫している」と言われ続けてきた、まるで一つの歯車だけで人生のすべての季節を乗り切れるかのように。

Traditional Chinese Medicine figured out centuries ago what your calendar keeps proving: wood, fire, earth, metal, and water each have their turn, and mastery is knowing which one you're in.

中医学は何世紀も前に、あなたのカレンダーが証明し続けていることを見抜いていた——木・火・土・金・水にはそれぞれの出番があり、真の熟達とは今どこにいるかを知ることだ。

This shirt puts the whole wheel on your chest — proof you contain multitudes on purpose.

このシャツは、その車輪全体を胸に乗せる——あなたが意図的に多面的であることの証明として。

Five Circles, One Wheel

五つの輪、一つの車輪

Five colorful element emblems sit in a clean row above the words that complete the thought: Infinite Possibilities.

五色の元素エンブレムが一行に並び、その下で「Infinite Possibilities（無限の可能性）」という言葉が想いを完成させる。

It's the kind of design people clock from across the room and then walk over to actually read.

部屋の向こうからでも目に留まり、思わず歩み寄って読みたくなるデザインだ。

Because growth isn't a straight line — it's a wheel that keeps turning.

なぜなら成長とは直線ではなく、回り続ける車輪だから。

The Perfect Gift for Someone Mid-Transformation

変化の途中にいる人への完璧な贈り物

The moment someone starts over — new job, new city, new version of themselves — that's the moment this shirt earns its place in their closet.

新しい仕事、新しい街、新しい自分——誰かがゼロから始め直すその瞬間こそ、このシャツがクローゼットに加わるべき瞬間だ。

It's right for the friend rebuilding from the ground up, the family member who studies the elements for real, or anyone who needs a reminder that every season eventually turns.

一から再建する友人、本気で五行を学ぶ家族、季節は必ず巡ることを思い出したい誰にでもふさわしい。

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- 着た瞬間からしっかりとした肌触り——5.3 オンスのプリシュランク・コットンが、日常に耐えるクラシックな重みを届ける。
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- 襟・袖・裾のダブルニードル縫製により、洗うたびに型崩れせず、シャープな見た目を保つ。
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- どんな体型にも似合う——リラックスしたユニセックスのシルエットは、サイズ通りで重ね着もきれいに決まる。
- **Statement Piece** — Five quiet symbols say what a paragraph can't — that you're not stuck in one mode, you're built to cycle through all of them.
- 五つの静かな記号が、言葉より雄弁に語る——一つのモードに縛られず、すべてを巡るようにできているということ。
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- 誕生日、節目、卒業など、その人自身を思い出させたい日にふさわしい。
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- 誰もがこの想いを着られる——サイズは S から 5XL まで対応。
- **LeoScorpioLeo Design** — Original five-element artwork built on one belief: the ones who bend through every season are the ones who last.
- 「あらゆる季節を乗り越えられる者こそ長続きする」という信念から生まれた、オリジナルの五行アートワーク。

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy.

5.3 オンス・プリシュランク 100%コットン（20 番手糸）——しっかりとしたクラシックな厚みで、決してへたらない。

Classic fit, seamless tubular body.

クラシックフィット、縫い目のないチューブラーボディ。

Seamless double-needle 7/8" rib collar.

縫い目のないダブルニードル 7/8 インチのリブ襟。

Taped neck and shoulders.

首元と肩にはテープ補強。

Double-needle sleeve and bottom hems.

袖口と裾はダブルニードル仕上げ。

Quarter-turned to eliminate the center crease.

中心の折りジワを防ぐクォーターターン仕様。

Tear-away label — no itchy tag.

タグはちぎり取り式で、チクチクしない。

Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50).

繊維構成は色により異なる（無地は 100%コットン、スポーツグレーは 90/10、セーフティ・ヘザーカラーは 50/50）。

All OEKO-TEX certified low-impact dyes.

すべて OEKO-TEX 認証の低影響染料を使用。

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

LeoScorpioLeo がデザイン——ルックグッド。フィールグッド。ドゥーグッド。次の人へ、渡そう！

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per Rule 2.6a, not as Description text)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd,
jameshanyusmith@leoscordioleo.com. Product Information: Gildan 5000, 2-year warranty
in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults.
Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as
needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP
Section 2.4/2.5.

Short — S1 The Scene

“Some days you're fire — driven, unstoppable. Other days you need to be water, and that's
not weakness.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): permission to shift modes without shame.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“This tee carries all five elements at once, a reminder that real strength is knowing which
one the moment calls for.”

Steak (the fact): five element emblems on cotton.

Sizzle (what we sell): strength redefined as range, not rigidity.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the person who's stopped forcing one mode and started reading the room instead.”

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to people who adapt on purpose.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Five elements. One you, always in motion.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty in your own range.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“You've been told to 'just be consistent' your whole life (...) you contain multitudes on
purpose.”

Steak (the fact): a five-element graphic shirt (bilingual).

Sizzle (what we sell): the exhaustion of forced consistency, answered by cyclical wisdom.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“Five colorful element emblems sit in a clean row (...) walk over to actually read.”

Steak (the fact): five-element emblem row + bilingual tagline.

Sizzle (what we sell): a design that rewards a second look.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because growth isn't a straight line — it's a wheel that keeps turning.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Reinforce Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment someone starts over (...) every season eventually turns.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing someone mid-transformation.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph, bilingual.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none - ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, in two languages.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

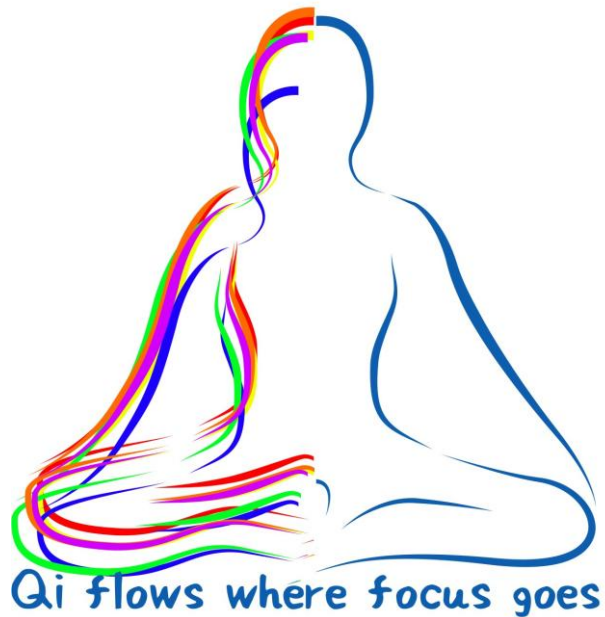
Nicole

Product #00000000040 — Full Listing Report

Category: Traditional Chinese Medicine

Printify Listing: not yet linked — Printify product ID pending in inventory

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000040.2 Nicole.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Nicole

URL Slug: nicole

Meta Description: Qi Flows Where Focus Goes tee - meditation-inspired TCM design for calm on purpose. Unisex, S-5XL.

Image Alt Text: White t-shirt with a blue line-art meditating figure and Qi Flows Where Focus Goes text centered on the chest (repeated per garment color — set on each of the 12 uploaded variant images)

Thirteen Tags:

qi flows shirt • meditation t-shirt • mindfulness tee • tcm apparel qi • focus and energy shirt • calm mind t-shirt • meditation gift shirt • zen figure tee • burnout recovery gift • stillness shirt • energy flow t-shirt • gildan 5000 tcm tee • leoscorpileo qi shirt

Field 1 — Short Description (Next to the Photo)

Your attention has been everywhere today except where you actually needed it.

This tee carries the line that fixes that: your energy follows your focus, every single time.

For the person learning that stillness is a skill, not an accident.

Stop chasing calm. Point your focus, and let it follow.

Field 2 — Long Description (Description Tab)

You've tried to force calm by doing more — more apps, more noise, more scrolling to switch off.

Ancient practice says the fix was never addition, it was direction: qi, your life energy, simply flows toward wherever your attention goes.

Put the instruction on your chest so you stop forgetting it mid-day.

The Figure That Remembers For You

A single-line meditating figure sits quiet at the center, holding the phrase that does the actual work: Qi Flows Where Focus Goes.

It reads like a note to self that happens to also be a shirt.

Because peace isn't something you find — it's something you aim.

The Perfect Gift for Someone Relearning How to Slow Down

The moment someone finally puts the phone face-down and just breathes — that's the moment this shirt was made for.

It's right for the friend starting a meditation habit, the person recovering from burnout on purpose, or anyone who needs a physical reminder to come back to center.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A single still figure says more than a busy graphic ever could — this one's built for the people choosing calm on purpose.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original meditation-figure artwork built on one truth: focus isn't found, it's directed.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center

crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per Rule 2.6a, not as Description text)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscordioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.4/2.5.

Short — S1 The Scene

“Your attention has been everywhere today except where you actually needed it.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the relief of naming a scattered day.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“This tee carries the line that fixes that: your energy follows your focus, every single time.”

Steak (the fact): a meditation-figure graphic on cotton.

Sizzle (what we sell): a life instruction worn as a shirt.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the person learning that stillness is a skill, not an accident.”

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to people who practice stillness on purpose.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Stop chasing calm. Point your focus, and let it follow.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty that calm is directed, not chased.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“You’ve tried to force calm by doing more (...) you stop forgetting it mid-day.”

Steak (the fact): a meditation-figure graphic shirt.

Sizzle (what we sell): the exhaustion of forced calm, answered by ancient direction.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A single-line meditating figure sits quiet at the center (...) a note to self that happens to also be a shirt.”

Steak (the fact): single-line meditation figure + tagline.

Sizzle (what we sell): a wearable daily reminder.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because peace isn’t something you find — it’s something you aim.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Focus.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment someone finally puts the phone face-down (...) come back to center.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing someone relearning to slow down.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none - ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Olympia

Product #00000000041 — Full Listing Report

Category: Traditional Chinese Medicine / Japanese

Printify Listing: not yet linked — Printify product ID pending in inventory

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000041.2 Olympia.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Olympia

URL Slug: olympia

Meta Description: Qi Flows Where Focus Goes tee (Japanese) - bilingual meditation design. Unisex, S-5XL.

Image Alt Text: White t-shirt with a blue line-art meditating figure and Japanese Qi Flows phrase centered on the chest (repeated per garment color — set on each of the 12 uploaded variant images)

Thirteen Tags:

qi flows japanese shirt • meditation t-shirt japanese • mindfulness tee japan • bilingual tcm shirt • focus and energy shirt japanese • calm mind t-shirt japan • zen figure tee japanese • japanese meditation gift • stillness shirt japan • energy flow t-shirt japanese • japanese kanji wellness shirt • gildan 5000 japanese tee • leoscorpileo qi shirt japanese

Field 1 — Short Description (Next to the Photo)

Your attention has been everywhere today except where you actually needed it.

今日一日、注意はあらゆる場所に向いていた——本当に必要な場所以外のすべてに。

This tee carries the line that fixes that: your energy follows your focus, every single time.

この T シャツはそれを正す一文を纏う——エネルギーは常に、意識が向く方へ流れる。

For the person learning that stillness is a skill, not an accident.

静けさは偶然ではなく、身につける技術だと学びつつある人のために。

Stop chasing calm. Point your focus, and let it follow.

穏やかさを追いかけるのはやめよう。焦点を定めれば、それはついてくる。

Field 2 — Long Description (Description Tab)

You've tried to force calm by doing more — more apps, more noise, more scrolling to switch off.

何かを「増やす」ことで無理に穏やかさを作ろうとしてきた——アプリを増やし、雑音を増やし、オフにするためにスクロールを増やして。

Ancient practice says the fix was never addition, it was direction: qi, your life energy, simply flows toward wherever your attention goes.

古来の教えは、解決策は足し算ではなく方向づけだったと説く——気、つまり生命エネルギーは、ただ意識が向く方へ流れるだけだ。

Put the instruction on your chest so you stop forgetting it mid-day.

その教えを胸に置いて、一日の途中で忘れないようにしよう。

The Figure That Remembers For You

あなたの代わりに思い出させてくれる人物像

A single-line meditating figure sits quiet at the center, holding the phrase that does the actual work: Qi Flows Where Focus Goes.

一本線で描かれた瞑想する人物が中央に静かに座り、本当に効く言葉を掲げる——Qi Flows Where Focus Goes（気は焦点が向かう方へ流れる）。

It reads like a note to self that happens to also be a shirt.

それはたまたま T シャツでもある、自分自身へのメモのように読める。

Because peace isn't something you find — it's something you aim.

なぜなら安らぎは見つけるものではなく、狙い定めるものだから。

The Perfect Gift for Someone Relearning How to Slow Down

ゆっくりする方法を学び直している人への完璧な贈り物

The moment someone finally puts the phone face-down and just breathes — that's the moment this shirt was made for.

誰かがついにスマホを裏返しに置き、ただ呼吸する——その瞬間のために、このシャツは作られた。

It's right for the friend starting a meditation habit, the person recovering from burnout on purpose, or anyone who needs a physical reminder to come back to center.

瞑想の習慣を始めた友人、意図的にバーンアウトから回復している人、中心に戻るための物理的な合図を必要とする誰にでもふさわしい。

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- 着た瞬間からしっかりと肌触り——5.3 オンスのプリシュランク・コットンが、日常に耐えるクラシックな重みを届ける。
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- 襟・袖・裾のダブルニードル縫製により、洗うたびに型崩れせず、シャープな見た目を保つ。
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- どんな体型にも似合う——リラックスしたユニセックスのシルエットは、サイズ通りで重ね着もきれいに決まる。
- **Statement Piece** — A single still figure says more than a busy graphic ever could — this one's built for the people choosing calm on purpose.
- 一人の静かな人物像は、賑やかなグラフィックよりも雄弁だ——意図的に穏やかさを選ぶ人のために作られている。
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- 誕生日、節目、卒業など、その人自身を思い出させたい日にふさわしい。
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- 誰もがこの想いを着られる——サイズは S から 5XL まで対応。
- **LeoScorpioLeo Design** — Original meditation-figure artwork built on one truth: focus isn't found, it's directed.
- 「安らぎは見つけるものではなく、方向づけるものだ」という真実から生まれた、オリジナルの瞑想人物アートワーク。

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy.

5.3 オンス・プリシュランク 100%コットン (20 番手糸) ——しっかりとしたクラシックな厚みで、決してへたらない。

Classic fit, seamless tubular body.

クラシックフィット、縫い目のないチューブラーボディ。

Seamless double-needle 7/8" rib collar.

縫い目のないダブルニードル 7/8 インチのリブ襟。

Taped neck and shoulders.

首元と肩にはテープ補強。

Double-needle sleeve and bottom hems.

袖口と裾はダブルニードル仕上げ。

Quarter-turned to eliminate the center crease.

中心の折りジワを防ぐクォーターターン仕様。

Tear-away label — no itchy tag.

タグはちぎり取り式で、チクチクしない。

Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50).

繊維構成は色により異なる（無地は 100%コットン、スポーツグレーは 90/10、セーフティ・ヘザーカラーは 50/50）。

All OEKO-TEX certified low-impact dyes.

すべて OEKO-TEX 認証の低影響染料を使用。

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

LeoScorpioLeo がデザイン—ルックグッド。フィールグッド。ドゥーグッド。次の人へ、渡そう！

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per Rule 2.6a, not as Description text)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd,
jameshanyusmith@leoscordioleo.com. Product Information: Gildan 5000, 2-year warranty
in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults.
Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as
needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP
Section 2.4/2.5.

Short — S1 The Scene

“Your attention has been everywhere today except where you actually needed it.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the relief of naming a scattered day.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“This tee carries the line that fixes that: your energy follows your focus, every single time.”

Steak (the fact): a meditation-figure graphic on cotton.

Sizzle (what we sell): a life instruction worn as a shirt.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the person learning that stillness is a skill, not an accident.”

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to people who practice stillness on purpose.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Stop chasing calm. Point your focus, and let it follow.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty that calm is directed, not chased.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“You’ve tried to force calm by doing more (...) you stop forgetting it mid-day.”

Steak (the fact): a meditation-figure graphic shirt (bilingual).

Sizzle (what we sell): the exhaustion of forced calm, answered by ancient direction.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A single-line meditating figure sits quiet at the center (...) a note to self that happens to also be a shirt.”

Steak (the fact): single-line meditation figure + bilingual tagline.

Sizzle (what we sell): a wearable daily reminder.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because peace isn’t something you find — it’s something you aim.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Focus.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment someone finally puts the phone face-down (...) come back to center.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing someone relearning to slow down.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph, bilingual.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none - ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, in two languages.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

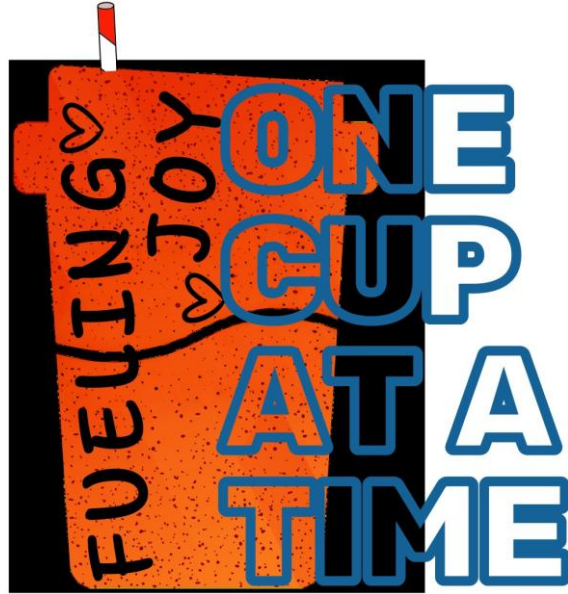
Penny

Product #00000000042 — Full Listing Report

Category: Joy

Printify Listing: not yet linked — Printify product ID pending in inventory

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000042.2 Penny.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Penny

URL Slug: penny

Meta Description: Fueling Joy, One Cup at a Time tee - coffee-ritual graphic for daily joy. Unisex, S-5XL.

Image Alt Text: Black t-shirt with bold Fueling Joy One Cup at a Time typography and a warm coffee cup graphic centered on the chest (repeated per garment color — set on each of the 12 uploaded variant images)

Thirteen Tags:

coffee lover shirt • fueling joy tee • morning ritual t-shirt • coffee gift shirt • joy t-shirt • caffeine graphic tee • coffee cup shirt • daily ritual gift • new parent coffee shirt • positive habit tee • coffee quote t-shirt • gildan 5000 joy tee • leoscorpileo coffee shirt

Field 1 — Short Description (Next to the Photo)

Six a.m., the house is quiet, and the first cup hasn't even finished brewing yet.

This tee is for the ritual that starts before the to-do list does — proof that joy can be scheduled daily.

For the person who treats their morning cup like a non-negotiable appointment with themselves.

Fuel the joy. One cup at a time.

Field 2 — Long Description (Description Tab)

Everyone's chasing some big, someday version of happiness while skipping the five minutes that actually deliver it every single morning.

The people who feel good most consistently aren't the ones waiting for a vacation — they're the ones who built a tiny, repeatable ritual and defended it like it mattered, because it does.

This shirt is for the cup that starts the whole day right.

A Cup, Two Words, One Ritual

Bold stacked type and a warm cup graphic spell out the whole philosophy: Fueling Joy, One Cup at a Time.

It's playful enough for a coffee run and honest enough to be true.

Because joy isn't a mood you wait for — it's a habit you brew.

The Perfect Gift for the Person Who Runs on Ritual

The moment someone hands you a cup and says 'this is the only thing keeping me sane this week' — that's the moment this shirt earns its spot.

It's right for the coffee-first friend, the new parent surviving on caffeine and willpower, or anyone who deserves a shirt that gets their morning.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — Bold, warm, and a little playful — this design says exactly what your mug already knows.
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- **LeoScorpioLeo Design** — Original coffee-cup artwork built on one belief: small daily rituals are how real joy gets made.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per Rule 2.6a, not as Description text)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscordioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.4/2.5.

Short — S1 The Scene

“Six a.m., the house is quiet, and the first cup hasn't even finished brewing yet.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the familiar scene of a private morning ritual.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“This tee is for the ritual that starts before the to-do list does — proof that joy can be scheduled daily.”

Steak (the fact): a coffee-cup graphic on cotton.

Sizzle (what we sell): joy reframed as a daily, ownable habit.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the person who treats their morning cup like a non-negotiable appointment with themselves.”

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to people who protect their own ritual.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Fuel the joy. One cup at a time.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty that small rituals are enough.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Everyone's chasing some big, someday version of happiness (...) the cup that starts the whole day right.”

Steak (the fact): a coffee-cup graphic shirt.

Sizzle (what we sell): the myth of someday-happiness, answered by a daily ritual.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“Bold stacked type and a warm cup graphic spell out the whole philosophy (...) honest enough to be true.”

Steak (the fact): bold typography + cup graphic.

Sizzle (what we sell): a design that's both funny and sincere.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because joy isn't a mood you wait for — it's a habit you brew.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment someone hands you a cup and says 'this is the only thing keeping me sane this week' (...) gets their morning.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing someone who runs on ritual.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none - ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

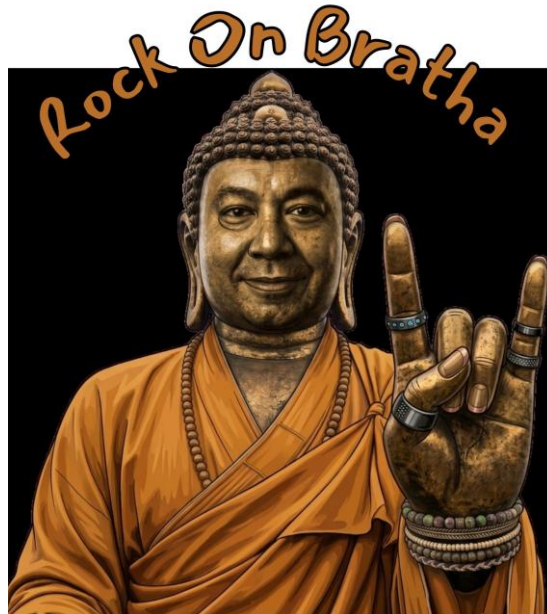
Qara

Product #00000000043 — Full Listing Report

Category: Joy

Printify Listing: not yet linked — Printify product ID pending in inventory

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000043.2 Qara.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Qara

URL Slug: qara

Meta Description: Rock On Sista Buddha t-shirt for the woman who's calm at sunrise and loud by sundown. Soft, durable unisex tee, S–5XL.

Image Alt Text: an illustrated Buddha figure in warm bronze and amber tones, throwing the “rock on” horns hand sign and the arced text “Rock On Sista” (repeated per garment color — set on each of the 12 uploaded variant images, e.g. “Black Gildan 5000 t-shirt printed with an illustrated Buddha figure in warm bronze and amber tones, throwing the “rock on” horns hand sign and the arced text “Rock On Sista.”.)

Thirteen Tags:

rock on sista shirt • buddha t-shirt • funny buddha shirt • spiritual streetwear • yoga and rock and roll shirt • meditation humor shirt • funny yoga shirt for women • rock on shirt • buddha meme shirt • create joy shirt • leoscorpioleo shirt • gift for yoga lover • calm and chaos shirt

Field 1 — Short Description (Next to the Photo)

You can meditate at sunrise and still want front row at the show by sundown — and you're done pretending those are two different people.

Rock On Sista puts both on one chest — the calm and the chaos, finally on the same page.

For the woman who finds her center and then throws the horns anyway — stillness and swagger, same person, no apology.

Peaceful mind. Loud heart. Rock on, sista.

Field 2 — Long Description (Description Tab)

Everybody wants you to pick a lane — the zen one or the wild one, the one who journals or the one who dances on tables. Here's the contrarian truth: the most grounded people are usually the loudest ones, because peace was never the opposite of fun. This shirt plants the flag for Creating Joy on your own terms — no lane required.

Enlightenment With an Edge

An illustrated Buddha, done up in warm bronze and amber tones, throws up the rock-on horns like he's been to more concerts than temples — “Rock On Sista” arcs overhead and says the rest. It's the shirt that gets a laugh first and a “wait, I need this” second, and neither reaction fades on rewear.

Joy isn't a mood you wait for — it's a hand sign you throw on purpose.

For the Friend Who Contains Multitudes

The moment you're shopping for the friend who does hot yoga Tuesday and heavy metal karaoke Friday, and every “spiritual” gift you've seen for her feels one dimension too flat — that's the moment this shirt earns its spot in the cart. She's the manifestation-journal-and-mosh-pit woman, and the “namaste but also let's rage” best friend who's tired of gifts that pick a side. Birthdays, girls' trips, or the just-because package that says you actually see her.

Why You'll Love It

- Comfort First — Settles in soft and stays that way — medium-weight 100% cotton built for all-day wear, whether that day is a meditation retreat or a concert floor.
- Built to Last — Holds its color and shape wash after wash, with a ribbed collar and shoulder tape that keep the shirt looking new long after the tour's over.
- Classic Fit — A relaxed, true-to-size unisex cut that layers clean under a flannel or stands alone under stage lights.
- Statement Piece — Rock On Sista says the quiet part loud: inner peace and outer chaos were never mutually exclusive.
- Gift-Ready — Right for the friend whose spirituality has a mosh pit in it — birthdays, retreats, road trips, or zero occasion at all.
- Inclusive Sizing — Every kind of Sista gets to rock on — available S through 5XL.
- LeoScorpioLeo Design — Original artwork rooted in our mission to Create Joy, one contradiction at a time.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per Rule 2.6a, not as Description text)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.4/2.5.

Short — S1 The Scene

"You can meditate at sunrise and still want front row at the show by sundown — and you're done pretending those are two different people."

Steak (the fact): a Buddha graphic tee.

Sizzle (what we sell): the familiar contradiction of being both grounded and a little wild.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Rock On Sista puts both on one chest — the calm and the chaos, finally on the same page."

Steak (the fact): a Buddha graphic + rock-on hand sign on cotton.

Sizzle (what we sell): the shirt as permission — calm and chaos on the same chest.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the woman who finds her center and then throws the horns anyway — stillness and swagger, same person, no apology."

Steak (the fact): a unisex tee, S-5XL.

Sizzle (what we sell): belonging to women who refuse to pick a lane.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Peaceful mind. Loud heart. Rock on, sista.”

Steak (the fact): Add to cart.

Sizzle (what we sell): the identity claim, delivered as a two-beat punch.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Everybody wants you to pick a lane — the zen one or the wild one, the one who journals or the one who dances on tables. Here's the contrarian truth: the most grounded people are usually the loudest ones, because peace was never the opposite of fun. This shirt plants the flag for Creating Joy on your own terms — no lane required.”

Steak (the fact): a Buddha rock-on graphic shirt.

Sizzle (what we sell): the pressure to pick a lane, answered by the contrarian truth that peace and fun aren't opposites.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“An illustrated Buddha, done up in warm bronze and amber tones, throws up the rock-on horns like he's been to more concerts than temples — “Rock On Sista” arcs overhead and says the rest. It's the shirt that gets a laugh first and a “wait, I need this” second, and neither reaction fades on rewear.”

Steak (the fact): Buddha illustration + rock-on hand sign + arced wordmark.

Sizzle (what we sell): the joke that gets a laugh, then a second look, then a sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Joy isn't a mood you wait for — it's a hand sign you throw on purpose.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment you're shopping for the friend who does hot yoga Tuesday and heavy metal karaoke Friday, and every “spiritual” gift you've seen for her feels one dimension too flat — that's the moment this shirt earns its spot in the cart. She's the manifestation-journal-and-mosh-pit woman, and the “namaste but also let's rage” best friend who's tired of gifts that pick a side. Birthdays, girls' trips, or the just-because package that says you actually see her.”

Steak (the fact): a giftable, humor-forward shirt.

Sizzle (what we sell): recognizing the friend who contains multitudes.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

(the seven fixed benefit/feature bullets, standardized every shirt)

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

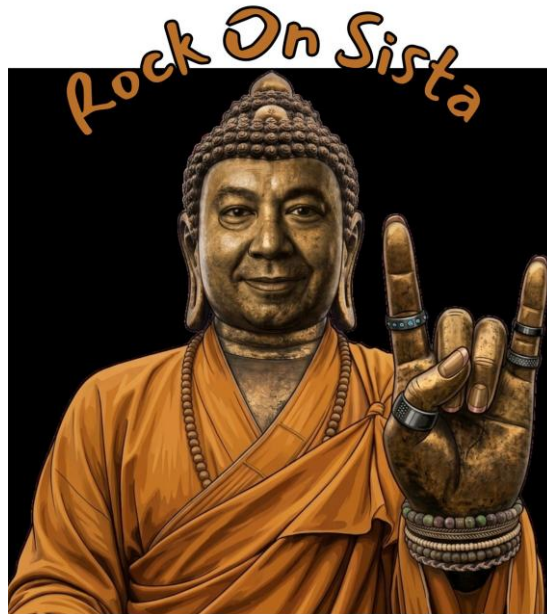
Rylee

Product #00000000044 — Full Listing Report

Category: Joy

Printify Listing: not yet linked — Printify product ID pending in inventory

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000044.2 Rylee.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Rylee

URL Slug: rylee

Meta Description: Rock On Bratha Buddha t-shirt for the brother who's centered and still throws the horns. Soft, durable unisex tee, S-5XL.

Image Alt Text: an illustrated Buddha figure in warm bronze and amber tones, throwing the “rock on” horns hand sign and the arced text “Rock On Bratha” (repeated per garment color — set on each of the 12 uploaded variant images, e.g. “Black Gildan 5000 t-shirt printed with an illustrated Buddha figure in warm bronze and amber tones, throwing the “rock on” horns hand sign and the arced text “Rock On Bratha”.”)

Thirteen Tags:

rock on bratha shirt • buddha t-shirt for men • funny buddha shirt • spiritual streetwear for men • yoga and rock and roll shirt • meditation humor shirt • funny yoga shirt for men • rock on shirt • buddha meme shirt • create joy shirt • leoscorpileo shirt • gift for yoga guy • calm and chaos shirt

Field 1 — Short Description (Next to the Photo)

You're the guy who does his breathing exercises in the car and then turns the music up too loud on the way home — no in-between.

Rock On Bratha puts the whole truth on one shirt: the guy who centers himself and still headbangs at a red light.

For the brother who takes his peace seriously and his fun more seriously — chill by 8am, feral by 8pm.
Stay grounded. Rock on, bratha.

Field 2 — Long Description (Description Tab)

Everyone wants a guy who's either “the calm one” or “the fun one” — like a man only gets to bring one setting to the party. Here's the truth nobody tells you: the most at-peace guys are usually the ones throwing the loudest devil horns, because real calm doesn't need to perform. This is the shirt that Creates Joy on your terms — bring both, every time.

Zen With a Mosh Pit

An illustrated Buddha, done up in warm bronze tones, throws the rock-on horns like he just left the front row — “Rock On Bratha” arcs overhead in bold, hand-lettered script. It's the shirt that turns “wait, is that Buddha throwing horns?” into a laugh, a compliment, and a “where'd you get that.”

Real peace doesn't whisper — sometimes it rocks on.

For the Bratha Who Refuses to Pick a Lane

The moment you're gift-shopping for the guy who's either meditating or moshing and never anything boring in between — that's exactly when this shirt earns its spot. He's the gym-at-dawn, concert-at-dusk brother, and the dad who does yoga with the kids then blasts classic rock in the garage. Birthdays, Father's Day, or the “just because you're my favorite contradiction” gift.

Why You'll Love It

- Comfort First — Feels good from the first wear — medium-weight 100% cotton that holds up through workouts, workdays, and the encore.
- Built to Last — Ribbed collar, taped shoulders, and reinforced seams keep this shirt rocking long after the setlist ends.
- Classic Fit — A relaxed, true-to-size unisex cut, easy enough for a Sunday and sharp enough for a Saturday night.
- Statement Piece — Rock On Bratha calls it exactly like it is: peace and chaos, same guy, same shirt.
- Gift-Ready — Perfect for the brother whose idea of self-care includes a guitar solo — birthdays, Father's Day, or no reason at all.
- Inclusive Sizing — Every kind of Bratha gets to rock on — available S through 5XL.
- LeoScorpioLeo Design — Original artwork rooted in our mission to Create Joy, loud and proud.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per Rule 2.6a, not as Description text)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0

Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James’s Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.4/2.5.

Short — S1 The Scene

“You’re the guy who does his breathing exercises in the car and then turns the music up too loud on the way home — no in-between.”

Steak (the fact): a Buddha graphic tee.

Sizzle (what we sell): the familiar contradiction of being both centered and a little loud.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Rock On Bratha puts the whole truth on one shirt: the guy who centers himself and still headbangs at a red light.”

Steak (the fact): a Buddha graphic + rock-on hand sign on cotton.

Sizzle (what we sell): the shirt as permission — calm and chaos, same guy.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the brother who takes his peace seriously and his fun more seriously — chill by 8am, feral by 8pm.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to brothers who refuse to pick a lane.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Stay grounded. Rock on, bratha.”

Steak (the fact): Add to cart.

Sizzle (what we sell): the identity claim, delivered as a two-beat punch.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Everyone wants a guy who's either “the calm one” or “the fun one” — like a man only gets to bring one setting to the party. Here's the truth nobody tells you: the most at-peace guys are usually the ones throwing the loudest devil horns, because real calm doesn't need to perform. This is the shirt that Creates Joy on your terms — bring both, every time.”

Steak (the fact): a Buddha rock-on graphic shirt.

Sizzle (what we sell): the pressure to be either the calm one or the fun one, answered by the truth that real calm doesn't need to perform.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“An illustrated Buddha, done up in warm bronze tones, throws the rock-on horns like he just left the front row — “Rock On Bratha” arcs overhead in bold, hand-lettered script. It's the shirt that turns “wait, is that Buddha throwing horns?” into a laugh, a compliment, and a “where'd you get that.””

Steak (the fact): Buddha illustration + rock-on hand sign + arced wordmark.

Sizzle (what we sell): the joke that gets a laugh, then a compliment, then a sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Real peace doesn't whisper — sometimes it rocks on.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment you're gift-shopping for the guy who's either meditating or moshing and never anything boring in between — that's exactly when this shirt earns its spot. He's the gym-at-dawn, concert-at-dusk brother, and the dad who does yoga with the kids then blasts classic rock in the garage. Birthdays, Father's Day, or the “just because you're my favorite contradiction” gift.”

Steak (the fact): a giftable, humor-forward shirt.

Sizzle (what we sell): recognizing the brother who refuses to pick a lane.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

(the seven fixed benefit/feature bullets, standardized every shirt)

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Sofija

Product #00000000045 — Full Listing Report

Category: Swag

Printify Listing: <https://printify.com/app/product-details/6a4f04b7e9a18b3512024b14>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000045.2 Sofija.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Sofija

URL Slug: sofija

Meta Description: Sofija Tee — the LeoScorpioLeo Leo-Scorpio-Leo sigil, mirrored glyph design. Unisex, S–5XL.

Image Alt Text: Sport Grey t-shirt with a mirrored blue Leo-Scorpio-Leo sigil centered on the chest and a matching small blue 'S' mark on the left sleeve

Thirteen Tags:

LeoScorpioLeo sigil shirt · zodiac glyph tee · leo scorpio leo mark · mirrored symbol graphic tee · minimalist zodiac shirt · brand emblem t-shirt · quiet identity tee · companion piece to Amber shirt · blue glyph unisex tee · look good feel good do good shirt · LeoScorpioLeo Swag · subtle statement t-shirt · own yourself zodiac tee

Field 1 — Short Description (Next to the Photo)

Some people need it spelled out. You just need the mark.

Sofija is that mark — the Leo-Scorpio-Leo sigil, mirrored into one locked shape, quiet enough that only the ones who already know, know.

For the person who's done explaining the mission out loud and just wears the sign of it instead.

No wordmark needed. You already know what it means.

Field 2 — Long Description (Description Tab)

Everyone's still explaining who they are in a caption. Sofija skips the caption entirely — the same identity Amber wears in full sentence form, distilled down to a single locked glyph. That's Own Yourself taken to its quietest, most confident form: you don't need the words anymore, just the sign.

The Mark Behind the Words

Two mirrored Leo-Scorpio-Leo curves lock into one symmetric sigil — the same identity Amber spells out in full, here reduced to its purest shape, in one confident blue, with a matching mark stitched quietly onto the sleeve.

It's the shirt people ask about twice — once for what it means, and again when they realize it's the other half of Amber's story.

Because some truths don't need to be spelled out to be understood.

The Perfect Gift for Someone Who's Already Arrived

There's a specific kind of quiet confidence in someone who no longer needs to prove the mission out loud — that's the moment Sofija is for. She's for the person who already owns Amber and wants the companion piece, and for anyone who'd rather let the symbol do the talking. Birthdays, milestone gifts, or the perfect pairing piece for an existing LeoScorpioLeo wardrobe.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — The design speaks in symbol, not sentence: a locked sigil built to be recognized, not explained.
- Gift-Ready — Right for birthdays, milestones, or completing someone's LeoScorpioLeo pairing.
- Inclusive Sizing — Everybody can wear the mark — available S through 5XL.
- LeoScorpioLeo Design — Original sigil artwork, the quiet companion piece to Amber in the LeoScorpioLeo Swag collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0

(from center back), in								
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"Some people need it spelled out. You just need the mark."

Steak (the fact): a logo/glyph t-shirt.

Sizzle (what we sell): recognition without needing to explain yourself.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Sofija is that mark — the Leo-Scorpio-Leo sigil, mirrored into one locked shape, quiet enough that only the ones who already know, know."

Steak (the fact): the mirrored Leo-Scorpio-Leo sigil on cotton.

Sizzle (what we sell): the mark as an insider signal — quiet confidence.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the person who's done explaining the mission out loud and just wears the sign of it instead."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to people who've internalized the mission.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"No wordmark needed. You already know what it means."

Steak (the fact): "Add to cart."

Sizzle (what we sell): certainty — you already get it.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Everyone's still explaining who they are in a caption. Sofija skips the caption entirely — the same identity Amber wears in full sentence form, distilled down to a single locked glyph. That's Own Yourself taken to its quietest, most confident form: you don't need the words anymore, just the sign."

Steak (the fact): a symbol-only shirt.

Sizzle (what we sell): the ache to be understood without over-explaining — answered by a mark.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"Two mirrored Leo-Scorpio-Leo curves lock into one symmetric sigil — the same identity Amber spells out in full, here reduced to its purest shape, in one confident blue, with a matching mark stitched quietly onto the sleeve. It's the shirt people ask about twice — once for what it means, and again when they realize it's the other half of Amber's story."

Steak (the fact): the sigil design; sleeve mark; single ink color.

Sizzle (what we sell): the origin story, distilled — owning the mark itself.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because some truths don't need to be spelled out to be understood."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific kind of quiet confidence in someone who no longer needs to prove the mission out loud — that's the moment Sofija is for. She's for the person who already owns Amber and wants the companion piece, and for anyone who'd rather let the symbol do the talking. Birthdays, milestone gifts, or the perfect pairing piece for an existing LeoScorpioLeo wardrobe."

Steak (the fact): a giftable, pairable shirt.

Sizzle (what we sell): recognizing someone who's already arrived — and building a wardrobe.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy.

Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100%

cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Takara

Product #00000000046 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6aa460fb09a9e8a437021250>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000046.1 Takara.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Takara

URL Slug: takara

Meta Description: Emotional Support Father's, Brother's, Nephew's, Cousin's, Former Roommate tee — a funny family badge gift on Gildan 5000 cotton. S-5XL.

Image Alt Text: Red-and-white Emotional Support Father's, Brother's, Nephew's, Cousin's, Former Roommate badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support shirt • funny family t-shirt • dad joke shirt • brother gift shirt • cousin gift t-shirt • former roommate shirt • family reunion tee • gildan 5000 graphic tee • funny gift for dad • sarcastic family shirt • emotional support badge tee • leoscorpioleo family shirt • funny relative gift shirt

Field 1 — Short Description (Next to the Photo)

Somehow you've become the person everyone leans on — the dad, the brother, the nephew, the cousin, even your old roommate.

Takara turns that into an actual title, stamping the whole absurd list right on your chest so nobody can act surprised anymore.

For the guy who's quietly become everyone's ride-or-die, whether they're blood or just never left the group chat.

You didn't apply for the job. You got promoted anyway.

Field 2 — Long Description (Description Tab)

Somewhere along the way you stopped being just “family” and became the guy everyone — actual family, in-laws, that one cousin's coworker, your old roommate — calls when things get heavy.

Nobody elected you to this position — there's no plaque, no raise, no official title — until now.

You didn't set out to be the reliable one; you just showed up enough times that it stuck, and that's a version of yourself worth owning.

One Badge, Every Relation That Counts

A red-ringed medical badge wraps two simple figures leaning shoulder to shoulder over a heartbeat line, with the whole list — Father's, Brother's, Nephew's, Cousin's, Former Roommate — stamped around the edge: half official-looking, half absurd, entirely accurate.

It's the shirt that gets read twice — once for the laugh, once because everyone in the room immediately starts naming the person in their own life who deserves the same title.

Because being the reliable one isn't an accident — it's who you decided to be.

The Perfect Gift for the One Everybody Calls

The moment you realize one person has quietly held together three different branches of the family — that's the moment this shirt is for.

It's built for the dad who's also everyone's therapist and the cousin who's somehow closer than a brother — perfect for Father's Day, a milestone birthday, or just because someone finally noticed.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that says the quiet part out loud: everyone already knows who they call.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the people who show up for everyone deserve their own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“Somehow you've become the person everyone leans on — the dad, the brother, the nephew, the cousin, even your old roommate.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the familiar, slightly absurd reality of being everyone's go-to.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Takara turns that into an actual title, stamping the whole absurd list right on your chest so nobody can act surprised anymore.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): turning an unspoken role into a worn, undeniable title.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the guy who's quietly become everyone's ride-or-die, whether they're blood or just never left the group chat.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the people who show up for everyone, related or not.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“You didn't apply for the job. You got promoted anyway.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty and humor at the exact moment of purchase.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Somewhere along the way you stopped being just “family” and became the guy everyone — actual family, in-laws, that one cousin's coworker, your old roommate — calls when things get heavy. Nobody elected you to this position — there's no plaque, no raise, no official title — until now. You didn't set out to be the reliable one; you just showed up enough times that it stuck, and that's a version of yourself worth owning.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the unclaimed role of “the reliable one,” finally named.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A red-ringed medical badge wraps two simple figures leaning shoulder to shoulder over a heartbeat line, with the whole list — Father's, Brother's, Nephew's, Cousin's, Former Roommate — stamped around the edge: half official-looking, half absurd, entirely accurate. It's the shirt that gets read twice — once for the laugh, once because everyone in the room immediately starts naming the person in their own life who deserves the same title.”

Steak (the fact): badge graphic + full relation list, printed front.

Sizzle (what we sell): a design built to spark recognition and conversation.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because being the reliable one isn't an accident — it's who you decided to be.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment you realize one person has quietly held together three different branches of the family — that's the moment this shirt is for. It's built for the dad who's also everyone's therapist and the cousin who's somehow closer than a brother — perfect for Father's Day, a milestone birthday, or just because someone finally noticed.”

Steak (the fact): a giftable, humor-forward shirt.

Sizzle (what we sell): recognizing the one relative everyone quietly relies on.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Uri

Product #00000000047 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6aa462343d298e1c41030dca>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000047.1 Uri.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Uri

URL Slug: uri

Meta Description: Emotional Support Husband tee — a funny, heartfelt badge gift for the steady husband, on soft Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Husband badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support husband shirt • funny husband gift tee • husband birthday shirt • gift for husband from wife • fathers day shirt for husband • funny anniversary gift shirt • husband appreciation tee • gildan 5000 husband shirt • supportive husband t-shirt • new dad gift shirt • leoscorpioleo husband shirt • sarcastic husband tee • emotional support badge shirt

Field 1 — Short Description (Next to the Photo)

He's the one who shows up first and leaves last — the steady hand nobody has to ask for twice.

Uri puts that exact truth on a shirt: the red Emotional Support Husband badge, worn like the quiet honor it actually is.

For the husband who's everyone's calm in the storm, starting with his own house.

Not a title he chased. One he earned.

Field 2 — Long Description (Description Tab)

Somewhere between fixing the leaky faucet and talking someone off the ledge at 2am, “husband” quietly became a full-time emotional support role nobody trained him for.

He never asked for a badge — he just kept showing up until showing up became the whole job description.

Being the steady one isn't a burden he carries, it's the man he chose to become — and that's worth wearing, not hiding.

The Badge He's Already Earned

A bold red medical-style emblem — two figures leaning together over a heartbeat line — rings the word HUSBAND like it's an actual certification, because at this point, it basically is.

It's the shirt that makes her laugh first and then quietly agree — because nobody in the house is arguing with the diagnosis.

Because showing up for the people you love, day after day, is its own kind of strength.

The Perfect Gift for the Husband Who Holds It Down

The moment he talks you off a ledge for the hundredth time and shrugs it off like it's nothing — that's the moment this shirt was made for.

It's right for the husband who's the family's emotional anchor and the new dad learning the job in real time — perfect for Father's Day, an anniversary, or any day he needs reminding he's seen.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that finally makes his role in the house official.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the husband who holds everyone together deserves recognition too.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length,	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0

in								
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“He’s the one who shows up first and leaves last — the steady hand nobody has to ask for twice.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the quiet, unglamorous reality of being the one who shows up.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Uri puts that exact truth on a shirt: the red Emotional Support Husband badge, worn like the quiet honor it actually is.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): a role finally worn as an honor, not an assumption.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the husband who’s everyone’s calm in the storm, starting with his own house.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the husbands who anchor their households.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Not a title he chased. One he earned.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty that being earned, not chosen at random.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Somewhere between fixing the leaky faucet and talking someone off the ledge at 2am, “husband” quietly became a full-time emotional support role nobody trained him for. He never asked for a badge — he just kept showing up until showing up became the whole job description. Being the steady one isn't a burden he carries, it's the man he chose to become — and that's worth wearing, not hiding.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): an unpaid, untrained role — worn with pride instead of hidden.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style emblem — two figures leaning together over a heartbeat line — rings the word HUSBAND like it's an actual certification, because at this point, it basically is. It's the shirt that makes her laugh first and then quietly agree — because nobody in the house is arguing with the diagnosis.”

Steak (the fact): badge graphic + HUSBAND lettering, printed front.

Sizzle (what we sell): a design that turns a private joke into a shared laugh.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because showing up for the people you love, day after day, is its own kind of strength.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment he talks you off a ledge for the hundredth time and shrugs it off like it's nothing — that's the moment this shirt was made for. It's right for the husband who's the family's emotional anchor and the new dad learning the job in real time — perfect for Father's Day, an anniversary, or any day he needs reminding he's seen.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the husband who holds the house together.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Veronica

Product #00000000048 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6aa46f614ad80a79de0b9c8c>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000048.1 Veronica.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Veronica

URL Slug: veronica

Meta Description: Emotional Support Wife tee — a funny, heartfelt badge gift for the wife who holds it together, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Wife badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support wife shirt • funny wife gift tee • wife birthday shirt • gift for wife from husband • mothers day shirt for wife • funny anniversary gift for wife • wife appreciation tee • gildan 5000 wife shirt • supportive wife t-shirt • new mom gift shirt • leoscarioleo wife shirt • sarcastic wife tee • emotional support badge shirt

Field 1 — Short Description (Next to the Photo)

She's the one who remembers everyone's birthday, softens every bad day, and somehow still has room to worry about you too.

Veronica names it plainly: a red Emotional Support Wife badge for the woman who's been running unpaid overtime on everyone's feelings, including her own.

For the wife who holds the whole house together and rarely gets asked how she's doing.

Somebody finally noticed. Wear the proof.

Field 2 — Long Description (Description Tab)

She keeps track of everyone's moods, appointments, and bad days before they even ask her to — and somewhere along the way “wife” turned into the household's unofficial emotional support department. Nobody trained her for it, nobody's thanked her enough for it, and she'd probably deny how much she carries if you asked.

But carrying people well isn't something to shrink from — it's a strength worth claiming out loud.

The Title, Finally Made Official

A warm red medical-badge graphic — two figures leaning on each other over a small heartbeat line — circles the word WIFE like the credential it's always deserved to be.

It's the kind of shirt that gets a knowing laugh from every woman in the room, because they've all been diagnosing themselves with the same condition for years.

Because holding everyone together is its own quiet kind of strength.

The Perfect Gift for the Wife Who Runs the Show

The moment she catches everyone's falling mood before it hits the floor, for the hundredth time this month — that's the moment this shirt earns its keep.

It's right for the wife who's the family's steady center and the mom still finding her footing — perfect for Mother's Day, an anniversary, or any ordinary day that deserves a little recognition.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that finally puts her role in the family in writing.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the wife who holds it all together deserves her own credential.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length,	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0

in								
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“She’s the one who remembers everyone’s birthday, softens every bad day, and somehow still has room to worry about you too.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the invisible labor of holding a family’s feelings together.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Veronica names it plainly: a red Emotional Support Wife badge for the woman who’s been running unpaid overtime on everyone’s feelings, including her own.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): unpaid overtime, finally given a name and a title.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the wife who holds the whole house together and rarely gets asked how she’s doing.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the wives who run the emotional center of the home.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Somebody finally noticed. Wear the proof.”

Steak (the fact): Add to cart.

Sizzle (what we sell): the certainty of finally being noticed.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“She keeps track of everyone’s moods, appointments, and bad days before they even ask her to — and somewhere along the way “wife” turned into the household’s unofficial emotional support department. Nobody trained her for it, nobody’s thanked her enough for it, and she’d probably deny how much she carries if you asked. But carrying people well isn’t something to shrink from — it’s a strength worth claiming out loud.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the unclaimed, unpaid role of household emotional support.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A warm red medical-badge graphic — two figures leaning on each other over a small heartbeat line — circles the word WIFE like the credential it’s always deserved to be. It’s the kind of shirt that gets a knowing laugh from every woman in the room, because they’ve all been diagnosing themselves with the same condition for years.”

Steak (the fact): badge graphic + WIFE lettering, printed front.

Sizzle (what we sell): a design that earns a knowing laugh, not just a glance.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because holding everyone together is its own quiet kind of strength.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment she catches everyone’s falling mood before it hits the floor, for the hundredth time this month — that’s the moment this shirt earns its keep. It’s right for the wife who’s the family’s steady center and the mom still finding her footing — perfect for Mother’s Day, an anniversary, or any ordinary day that deserves a little recognition.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the wife who holds it all together.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Whitney

Product #00000000049 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6aa4703c07ade6e3fa0276e0>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000049.1 Whitney.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Whitney

URL Slug: whitney

Meta Description: Emotional Support Mom tee — a funny, heartfelt badge gift for the mom who never clocks out, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Mom badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support mom shirt • funny mom gift tee • mom birthday shirt • gift for mom from kids • mothers day shirt funny • mom appreciation tee • supportive mom t-shirt • gildan 5000 mom shirt • new mom gift shirt • sarcastic mom tee • leoscarioleo mom shirt • mom life graphic tee • emotional support badge shirt

Field 1 — Short Description (Next to the Photo)

She's had a hand on somebody's forehead, a fridge full of snacks, and an open ear since roughly 6am.

Whitney makes it official: the red Emotional Support Mom badge for the woman running triage on everyone's day before her coffee's even cold.

For the mom who's the calm center of every school run, meltdown, and midnight worry.

Nobody hands out medals for this. Consider this the medal.

Field 2 — Long Description (Description Tab)

Somewhere between the school pickup line and the 2am fever check, “mom” turned into a round-the-clock emotional support position with zero days off.

There's no training manual, no shift change, and somehow she still shows up steady every single time.

That steadiness isn't just what she does — it's who she is, and it deserves to be seen, not just assumed.

The Badge Every Mom Has Earned

A bold red medical-style emblem — two figures leaning together over a small heartbeat line — rings the word MOM like an actual certification, because honestly, it should be one.

It's the shirt that gets pointed at and laughed about at every school pickup, because every mom in earshot already knows exactly which shift she's on.

Because holding a family together, quietly and every day, is its own kind of strength.

The Perfect Gift for the Mom Who Never Clocks Out

The moment she talks someone off the ledge over a scraped knee or a rough day at school, without even blinking — that's the moment this shirt was made for.

It's right for the mom running the whole household and the new mom just finding her rhythm — perfect for Mother's Day, a birthday, or any day that calls for a little recognition.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that finally gives her round-the-clock job an actual title.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the mom holding it all together deserves her own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0

Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“She's had a hand on somebody's forehead, a fridge full of snacks, and an open ear since roughly 6am.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the round-the-clock, unpaid shift of being someone's mom.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Whitney makes it official: the red Emotional Support Mom badge for the woman running triage on everyone's day before her coffee's even cold.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an every-day job, finally stamped with an actual title.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the mom who's the calm center of every school run, meltdown, and midnight worry.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the moms who are the calm center of the house.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Nobody hands out medals for this. Consider this the medal.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty that this job deserves a medal.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Somewhere between the school pickup line and the 2am fever check, “mom” turned into a round-the-clock emotional support position with zero days off. There's no training manual, no shift change, and somehow she still shows up steady every single time. That steadiness isn't just what she does — it's who she is, and it deserves to be seen, not just assumed.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): a role with no shift change and no training manual, worn with pride.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style emblem — two figures leaning together over a small heartbeat line — rings the word MOM like an actual certification, because honestly, it should be one. It's the shirt that gets pointed at and laughed about at every school pickup, because every mom in earshot already knows exactly which shift she's on.”

Steak (the fact): badge graphic + MOM lettering, printed front.

Sizzle (what we sell): a design every mom in earshot immediately recognizes.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because holding a family together, quietly and every day, is its own kind of strength.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment she talks someone off the ledge over a scraped knee or a rough day at school, without even blinking — that's the moment this shirt was made for. It's right for the mom running the whole household and the new mom just finding her rhythm — perfect for Mother's Day, a birthday, or any day that calls for a little recognition.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the mom who never clocks out.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Xyla

Product #00000000050 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6aa471d507ade6e3fa027796>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000050.1 Xyla.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Xyla

URL Slug: xyla

Meta Description: Emotional Support Daughter tee — a funny, heartfelt badge gift for the daughter who's always there, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Daughter badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support daughter shirt • funny daughter gift tee • daughter birthday shirt • gift for daughter from mom • gift for daughter from dad • daughter appreciation tee • supportive daughter t-shirt • gildan 5000 daughter shirt • sarcastic daughter tee • leoscorpioleo daughter shirt • family badge graphic tee • daughter graduation gift shirt • emotional support badge shirt

Field 1 — Short Description (Next to the Photo)

She's the one you call first with good news and the one who somehow shows up before you even ask.

Xyla puts it in writing: a red Emotional Support Daughter badge for the kid who grew into your favorite person to lean on.

For the daughter who's quietly become one of the strongest people in the family.

Some titles you're born into. This one, she earned.

Field 2 — Long Description (Description Tab)

At some point she stopped being just “the daughter” and became one of the people you actually call when things get hard.

Nobody assigns that role — she just kept showing up, listening, and somehow always saying the right thing.

Being someone's steady person isn't small, and she deserves a way to own that, not just assume it's expected of her.

A Badge for the Daughter Who Shows Up

A warm red medical-badge emblem — two simple figures leaning together over a heartbeat line — circles the word DAUGHTER like a credential she quietly earned over years of showing up.

It's the shirt that makes the whole family laugh and then go quiet for a second, because everyone knows exactly how true it is.

Because being someone's steady person, especially your own family's, is a strength worth claiming.

The Perfect Gift for the Daughter Who's Always There

The moment she shows up with exactly what you needed before you even asked — that's the moment this shirt earns its spot.

It's right for the daughter who's become the family's quiet rock and the sister who holds the group chat together — perfect for a birthday, graduation, or any day she deserves to hear it.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that finally says out loud what the whole family already knows.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the daughter who shows up for everyone deserves her own badge too.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0

Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“She's the one you call first with good news and the one who somehow shows up before you even ask.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the quiet realization that a daughter became a steady adult.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Xyla puts it in writing: a red Emotional Support Daughter badge for the kid who grew into your favorite person to lean on.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an earned title, not a birthright.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the daughter who's quietly become one of the strongest people in the family.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the daughters who became the family's rock.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Some titles you're born into. This one, she earned.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty that this role was earned, not assigned.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“At some point she stopped being just “the daughter” and became one of the people you actually call when things get hard. Nobody assigns that role — she just kept showing up, listening, and somehow always saying the right thing. Being someone's steady person isn't small, and she deserves a way to own that, not just assume it's expected of her.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): a role nobody assigns her, worn as recognition instead of expectation.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A warm red medical-badge emblem — two simple figures leaning together over a heartbeat line — circles the word DAUGHTER like a credential she quietly earned over years of showing up. It's the shirt that makes the whole family laugh and then go quiet for a second, because everyone knows exactly how true it is.”

Steak (the fact): badge graphic + DAUGHTER lettering, printed front.

Sizzle (what we sell): a design the whole family recognizes as simply true.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because being someone's steady person, especially your own family's, is a strength worth claiming.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment she shows up with exactly what you needed before you even asked — that's the moment this shirt earns its spot. It's right for the daughter who's become the family's quiet rock and the sister who holds the group chat together — perfect for a birthday, graduation, or any day she deserves to hear it.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the daughter who's always there.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Yumi

Product #00000000051 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ababca73a195822e2064990>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000051.1 Yumi.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Yumi

URL Slug: yumi

Meta Description: Emotional Support Mistress tee — a cheeky red badge gift for the woman who rules the house and your heart, on Gildan 5000 cotton. S-5XL.

Image Alt Text: Red-and-white Emotional Support Mistress badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support mistress shirt • funny mistress t-shirt • cheeky gift for girlfriend • funny gift for wife from husband • inside joke couple shirt • mistress of the house tee • funny anniversary shirt for her • sarcastic girlfriend tee • playful couples gift shirt • funny badge shirt for her • humorous valentines tee • gildan 5000 mistress shirt • leoscarioleo mistress shirt

Field 1 — Short Description (Next to the Photo)

She runs the house, the group chat, and your entire mood — and she knows it.

Yumi hands her the title she already holds: a red Emotional Support Mistress badge, part inside joke, part crown.

For the woman with a wicked sense of humor who's quietly in charge of everyone's heart, starting with yours.

She never asked for the title. She just rules with it.

Field 2 — Long Description (Description Tab)

Every couple has the private joke nobody else gets — the nickname, the look across the room, the line that makes you both lose it.

Most gifts play it safe; this one leans all the way into the wink and puts the punchline right on her chest in bold red.

Owning your humor — the cheeky, slightly scandalous kind — is part of owning yourself, and she has never once apologized for hers.

A Badge With a Wink

A bold red medical-style badge — two simple figures leaning into each other above a heartbeat with a heart at its center — arches EMOTIONAL SUPPORT across the top and lands the punchline underneath: MISTRESS.

It's the shirt that gets a double take, then a laugh, then a "where did you get that?" — and the person asking always has someone in mind.

Because the best relationships run on laughter you never have to explain.

The Perfect Gift for the One Who Rules Your Heart

The moment she catches your eye across a crowded room and you both know exactly what the other is thinking — that's the moment this shirt was made for.

It's right for the girlfriend with a wicked sense of humor and the wife who's been the true mistress of the house for years — perfect for an anniversary, a birthday, or a playful just-because surprise.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic with a built-in wink, guaranteed to start the conversation (and the laughter).
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: love lasts longer when you never stop laughing together.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“She runs the house, the group chat, and your entire mood — and she knows it.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the woman who’s quietly in charge, finally recognized out loud.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Yumi hands her the title she already holds: a red Emotional Support Mistress badge, part inside joke, part crown.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an inside joke turned into a crown.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the woman with a wicked sense of humor who’s quietly in charge of everyone’s heart, starting with yours.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the women who rule with humor.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“She never asked for the title. She just rules with it.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — she already holds the title.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Every couple has the private joke nobody else gets — the nickname, the look across the room, the line that makes you both lose it. Most gifts play it safe; this one leans all the way into the wink and puts the punchline right on her chest in bold red. Owning your humor — the cheeky, slightly scandalous kind — is part of owning yourself, and she has never once apologized for hers.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): a private joke worn proudly instead of whispered.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge — two simple figures leaning into each other above a heartbeat with a heart at its center — arches EMOTIONAL SUPPORT across the top and lands the punchline underneath: MISTRESS. It’s the shirt that gets a double take, then a laugh, then a “where did you get that?” — and the person asking always has someone in mind.”

Steak (the fact): badge graphic + MISTRESS lettering, printed front.

Sizzle (what we sell): a double take that turns into a laugh — and a referral.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because the best relationships run on laughter you never have to explain.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment she catches your eye across a crowded room and you both know exactly what the other is thinking — that’s the moment this shirt was made for. It’s right for the girlfriend with a wicked sense of humor and the wife who’s been the true mistress of the house for years — perfect for an anniversary, a birthday, or a playful just-because surprise.”

Steak (the fact): a giftable, humorous shirt.

Sizzle (what we sell): celebrating the one who rules your heart.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Zayn

Product #00000000052 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6abac5c1bdf89c92e1079bb6>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000052.1 Zayn.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Zayn

URL Slug: zayn

Meta Description: Emotional Support Brother tee — a funny red badge gift for the brother who always has your back, on Gildan 5000 cotton. S-5XL.

Image Alt Text: Red-and-white Emotional Support Brother badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support brother shirt • funny brother gift tee • brother birthday shirt • gift for brother from sister • big brother gift shirt • little brother gift tee • brother appreciation tee • sibling humor t-shirt • sarcastic brother shirt • emotional support badge tee for men • brotherhood graphic tee • gildan 5000 brother shirt • leoscorpioleo brother shirt

Field 1 — Short Description (Next to the Photo)

He's the one who roasted you all through childhood and then showed up first the day it actually mattered.

Zayn says what brothers rarely say out loud: a red Emotional Support Brother badge, worn like a team jersey.

For the brother who backs you without being asked — older, younger, or the one you chose.

Tough on the outside. Loyal to the bone.

Field 2 — Long Description (Description Tab)

Brothers don’t usually do the heart-to-heart talk — they do the late-night drive, the couch you can crash on, the “you good?” text that lands right on time.

That’s support too, just spoken in its own language, and it deserves more credit than a punch on the shoulder.

Reinforcing the people around you without needing a thank-you is the kind of strength that keeps a family standing.

The Badge He’d Never Ask For

A bold red medical-style badge frames two simple figures leaning shoulder to shoulder over a heartbeat line, with EMOTIONAL SUPPORT arched across the top and BROTHER stamped along the bottom.

It’s the shirt that gets an eye-roll in front of everyone and then gets worn every single weekend — right up until his friends start asking where theirs is.

Because the people who have your back never need an announcement.

The Perfect Gift for the Brother Who Always Shows Up

The moment he drops everything to help you move, fix your car, or just sit with you through a bad night without saying much — that’s the moment this shirt is for.

It’s right for the big brother who’s been your bodyguard since day one and the little brother who grew up into your best advice — perfect for his birthday, a graduation, or a sibling reunion.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that says the thank-you he’d never let you say to his face.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the brother who always has your back deserves his own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0

Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“He’s the one who roasted you all through childhood and then showed up first the day it actually mattered.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the brother who teases you and then shows up when it counts.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Zayn says what brothers rarely say out loud: a red Emotional Support Brother badge, worn like a team jersey.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): loyalty worn like a team jersey.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the brother who backs you without being asked — older, younger, or the one you chose.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the brothers who back you unasked.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Tough on the outside. Loyal to the bone.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — loyalty is who he is.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Brothers don’t usually do the heart-to-heart talk — they do the late-night drive, the couch you can crash on, the “you good?” text that lands right on time. That’s support too, just spoken in its own language, and it deserves more credit than a punch on the shoulder. Reinforcing the people around you without needing a thank-you is the kind of strength that keeps a family standing.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): brotherly support in its own language, finally credited.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning shoulder to shoulder over a heartbeat line, with EMOTIONAL SUPPORT arched across the top and BROTHER stamped along the bottom. It’s the shirt that gets an eye-roll in front of everyone and then gets worn every single weekend — right up until his friends start asking where theirs is.”

Steak (the fact): badge graphic + BROTHER lettering, printed front.

Sizzle (what we sell): an eye-roll that becomes a weekend uniform — and spreads to his friends.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because the people who have your back never need an announcement.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Reinforce Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment he drops everything to help you move, fix your car, or just sit with you through a bad night without saying much — that’s the moment this shirt is for. It’s right for the big brother who’s been your bodyguard since day one and the little brother who grew up into your best advice — perfect for his birthday, a graduation, or a sibling reunion.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the brother who drops everything for you.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Anya

Product #00000000053 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6abac6bc7fc2e5f9540f11bd>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000053.1 Anya.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Anya

URL Slug: anya

Meta Description: Emotional Support Sister tee — a funny red badge gift for the sister who's your first call and fiercest fan, on Gildan 5000 cotton. S-5XL.

Image Alt Text: Red-and-white Emotional Support Sister badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support sister shirt • funny sister gift tee • sister birthday shirt • gift for sister from brother • big sister gift shirt • little sister gift tee • sister appreciation shirt • sibling humor tee • sarcastic sister t-shirt • emotional support badge tee for women • sisterhood graphic tee • gildan 5000 sister shirt • leoscordioleo sister shirt

Field 1 — Short Description (Next to the Photo)

She knows your secrets, your bad-haircut years, and exactly which words you need when everything falls apart.

Anya makes her role official with a red Emotional Support Sister badge — the credential behind every 3am phone call.

For the sister who's your built-in best friend, honest critic, and first call, all at once.

Shared history. Lifetime membership.

Field 2 — Long Description (Description Tab)

Some people need a therapist, a best friend, and a brutally honest stylist — you just call your sister.

She'll tell you the truth nobody else will, then defend you to anyone who dares repeat it, and that combination is rarer than any gift you could buy.

Focusing your love on the people who knew you before you figured yourself out is how real strength gets built, one conversation at a time.

Her Credential, Finally Printed

A bold red medical-style badge surrounds two simple figures leaning into each other above a heartbeat and a tiny heart, with EMOTIONAL SUPPORT arched over the top and SISTER across the bottom.

It's the shirt that makes her laugh, then text a photo to the family group chat within ten minutes — and her best friend immediately wants the BFF version.

Because the people who knew you first are the ones who help you become who you are.

The Perfect Gift for the Sister Who Keeps Your Secrets

The moment she answers on the first ring, hears one word, and already knows what's wrong — that's the moment this shirt earns its spot.

It's right for the big sister who's been your guide since day one and the little sister who became your favorite person to vent to — perfect for her birthday, a wedding weekend, or a long-overdue thank-you.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that finally gives her lifelong job a proper title.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the sister who's always on your side deserves her own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
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Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“She knows your secrets, your bad-haircut years, and exactly which words you need when everything falls apart.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the sister who knows you better than anyone.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Anya makes her role official with a red Emotional Support Sister badge — the credential behind every 3am phone call.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): the credential behind every 3am call.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the sister who’s your built-in best friend, honest critic, and first call, all at once.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the sisters who are best friend and critic in one.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Shared history. Lifetime membership.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — a bond with no expiration date.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Some people need a therapist, a best friend, and a brutally honest stylist — you just call your sister. She’ll tell you the truth nobody else will, then defend you to anyone who dares repeat it, and that combination is rarer than any gift you could buy. Focusing your love on the people who knew you before you figured yourself out is how real strength gets built, one conversation at a time.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the one person who tells you the truth and defends you anyway.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge surrounds two simple figures leaning into each other above a heartbeat and a tiny heart, with EMOTIONAL SUPPORT arched over the top and SISTER across the bottom. It’s the shirt that makes her laugh, then text a photo to the family group chat within ten minutes — and her best friend immediately wants the BFF version.”

Steak (the fact): badge graphic + SISTER lettering, printed front.

Sizzle (what we sell): a laugh that lands in the family group chat — and seeds the BFF sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because the people who knew you first are the ones who help you become who you are.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment she answers on the first ring, hears one word, and already knows what’s wrong — that’s the moment this shirt earns its spot. It’s right for the big sister who’s been your guide since day one and the little sister who became your favorite person to vent to — perfect for her birthday, a wedding weekend, or a long-overdue thank-you.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the sister who always knows.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag.

Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Brennan

Product #00000000054 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac1678ce8c1f1b7360abf90>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000054.1 Brennan.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Brennan

URL Slug: brennan

Meta Description: Emotional Support BFF tee — a funny red badge gift for the best friend who became family, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support BFF badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support bff shirt • best friend gift tee • funny bff t-shirt • best friend birthday shirt • bestie gift shirt • matching best friend tee • friendship gift shirt • chosen family t-shirt • long distance friend gift • emotional support friend shirt • sarcastic best friend tee • gildan 5000 bff shirt • leoscorpioleo bff shirt

Field 1 — Short Description (Next to the Photo)

They've seen your worst haircut, your worst breakup, and your worst karaoke — and they're still here.

Brennan makes the friendship official with a red Emotional Support BFF badge — no blood relation required.

For the best friend who became family the day they decided to stay.

Not related. Still family.

Field 2 — Long Description (Description Tab)

Family is the one you’re born into; your best friend is the one you’d choose again every single time.

No paperwork, no shared last name, and yet they’re the first person you text when anything happens — good, bad, or completely ridiculous.

Creating joy with someone who chose you is one of the best things you’ll ever build, and it deserves a title of its own.

A Badge for the Family You Chose

A bold red medical-style badge holds two simple figures leaning into each other over a heartbeat line, with EMOTIONAL SUPPORT arched across the top and BFF stamped across the bottom.

It’s the shirt that shows up on every road trip, every concert, and every group photo — and somehow the whole friend group ends up wanting one.

Because a friendship worth keeping is a joy worth wearing out loud.

The Perfect Gift for Your Person

The moment your best friend shows up with snacks and zero questions after one vague text — that’s the moment this shirt was made for.

It’s right for the college roommate who became a lifelong friend and the coworker who turned into your 2am phone call — perfect for a birthday, a friendship anniversary, or a going-away surprise.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that makes your friendship official without a single word of paperwork.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the friends who choose you deserve their own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0

Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“They’ve seen your worst haircut, your worst breakup, and your worst karaoke — and they’re still here.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the friend who has seen everything and stayed anyway.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Brennan makes the friendship official with a red Emotional Support BFF badge — no blood relation required.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): friendship made official — no blood required.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the best friend who became family the day they decided to stay.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the friends who became family.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Not related. Still family.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — chosen family is real family.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Family is the one you’re born into; your best friend is the one you’d choose again every single time. No paperwork, no shared last name, and yet they’re the first person you text when anything happens — good, bad, or completely ridiculous. Creating joy with someone who chose you is one of the best things you’ll ever build, and it deserves a title of its own.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the person you would choose again every time.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge holds two simple figures leaning into each other over a heartbeat line, with EMOTIONAL SUPPORT arched across the top and BFF stamped across the bottom. It’s the shirt that shows up on every road trip, every concert, and every group photo — and somehow the whole friend group ends up wanting one.”

Steak (the fact): badge graphic + BFF lettering, printed front.

Sizzle (what we sell): a group-photo staple the whole friend group wants.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because a friendship worth keeping is a joy worth wearing out loud.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment your best friend shows up with snacks and zero questions after one vague text — that’s the moment this shirt was made for. It’s right for the college roommate who became a lifelong friend and the coworker who turned into your 2am phone call — perfect for a birthday, a friendship anniversary, or a going-away surprise.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the friend who shows up without questions.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Caius

Product #00000000055 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac16679b2fe40e08601c7b5>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000055.1 Caius.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Caius

URL Slug: caius

Meta Description: Emotional Support Dad tee — a funny red badge Father's Day gift for the dad who always picks up the phone, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Dad badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support dad shirt • funny dad gift tee • fathers day gift shirt • dad birthday shirt • gift for dad from daughter • gift for dad from son • stepdad gift shirt • dad appreciation tee • supportive dad t-shirt • sarcastic dad tee • cookout dad shirt • gildan 5000 dad shirt • leoscorpioleo dad shirt

Field 1 — Short Description (Next to the Photo)

He fixed your bike, your car, your heartbreak, and every bad day with the same calm “come here, kid.”

Caius gives him the title he earned long ago: a red Emotional Support Dad badge, worn with quiet pride.

For the dad who listens more than he lectures and always seems to know when you need him.

Always there. Now it's official.

Field 2 — Long Description (Description Tab)

Dads aren’t supposed to be the emotional ones — at least, that’s what the old rules said.

But the dad who waits up until you’re home safe and hears the crack in your voice over the phone is doing emotional support every day, just without the job title.

Owning that softer strength doesn’t make a man any less steady; it’s exactly what makes him the one everyone trusts.

The Badge Behind Every “Come Here, Kid”

A bold red medical-style badge wraps around two simple figures leaning in close over a heartbeat with a heart in the middle, with EMOTIONAL SUPPORT arched across the top and DAD in strong letters along the bottom.

It’s the shirt that gets a grin and a dad joke at the cookout, then becomes the one he reaches for first — and the uncles start dropping hints.

Because a dad who shows his heart teaches everyone around him what strength really looks like.

The Perfect Gift for the Dad Who Always Picks Up

The moment he answers your call at midnight without a single question about why — that’s the moment this shirt earns its place.

It’s right for the dad who’s been your steady place since day one and the stepdad who chose you and never looked back — perfect for Father’s Day, his birthday, or a just-because thank-you.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that gives his quiet, everyday support the title it deserves.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the dad who shows up with his whole heart deserves his own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0

Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“He fixed your bike, your car, your heartbreak, and every bad day with the same calm “come here, kid.””

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the dad who fixed everything, including you.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Caius gives him the title he earned long ago: a red Emotional Support Dad badge, worn with quiet pride.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): a title he earned long before anyone printed it.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the dad who listens more than he lectures and always seems to know when you need him.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the dads who listen first.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Always there. Now it’s official.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — his support was always real; now it is named.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Dads aren’t supposed to be the emotional ones — at least, that’s what the old rules said. But the dad who waits up until you’re home safe and hears the crack in your voice over the phone is doing emotional support every day, just without the job title. Owning that softer strength doesn’t make a man any less steady; it’s exactly what makes him the one everyone trusts.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): a softer strength, owned instead of hidden.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge wraps around two simple figures leaning in close over a heartbeat with a heart in the middle, with EMOTIONAL SUPPORT arched across the top and DAD in strong letters along the bottom. It’s the shirt that gets a grin and a dad joke at the cookout, then becomes the one he reaches for first — and the uncles start dropping hints.”

Steak (the fact): badge graphic + DAD lettering, printed front.

Sizzle (what we sell): a cookout grin that becomes his favorite shirt — and an uncle’s next gift.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because a dad who shows his heart teaches everyone around him what strength really looks like.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment he answers your call at midnight without a single question about why — that’s the moment this shirt earns its place. It’s right for the dad who’s been your steady place since day one and the stepdad who chose you and never looked back — perfect for Father’s Day, his birthday, or a just-because thank-you.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the dad who always answers.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Dash

Product #00000000056 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac181e938c89fb4950c3e14>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000056.1 Dash.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Dash

URL Slug: dash

Meta Description: Emotional Support Son tee — a funny red badge gift for the son who checks in on everyone, on Gildan 5000 cotton. S-5XL.

Image Alt Text: Red-and-white Emotional Support Son badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support son shirt • funny son gift tee • son birthday shirt • gift for son from mom • gift for son from dad • son graduation gift shirt • grown son gift tee • son appreciation shirt • college son gift shirt • teen son gift tee • sarcastic son t-shirt • gildan 5000 son shirt • leoscorpioleo son shirt

Field 1 — Short Description (Next to the Photo)

He used to need you for everything; now he's the one checking in to see if you're okay.

Dash turns that turnaround into a title: a red Emotional Support Son badge for the boy who grew into your steady place.

For the son who calls just to talk, fixes your phone, and quietly keeps an eye on everyone.

You raised him. Now he's got you.

Field 2 — Long Description (Description Tab)

Nobody warns you about the day your kid starts taking care of you — the first time he asks how you’re really doing, and actually means it.

It sneaks up quietly, and suddenly the boy you used to worry about is the man you lean on.

Raising someone who reinforces the people he loves is the kind of legacy worth wearing proudly.

A Badge for the Boy Who Grew Into Your Rock

A bold red medical-style badge circles two simple figures leaning against each other above a heartbeat line, with EMOTIONAL SUPPORT arched across the top and SON set firmly along the bottom.

It’s the shirt that makes him laugh and roll his eyes at the same time, then wear it to every family dinner — usually right before a sibling asks for a matching one.

Because the love you pour in eventually comes back to hold you up.

The Perfect Gift for the Son Who Checks In

The moment he texts “made it home, love you” without being asked — that’s the moment this shirt was made for.

It’s right for the grown son who became your go-to for everything and the teenager who’s quietly more thoughtful than he lets on — perfect for his birthday, a graduation, or the day he moves into his own place.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that tells him, out loud, how much his support means.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the son who looks out for his family deserves his own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0

Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“He used to need you for everything; now he’s the one checking in to see if you’re okay.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the turnaround — the child who now checks on you.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Dash turns that turnaround into a title: a red Emotional Support Son badge for the boy who grew into your steady place.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): a grown son recognized as your steady place.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the son who calls just to talk, fixes your phone, and quietly keeps an eye on everyone.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the sons who keep an eye on everyone.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“You raised him. Now he’s got you.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — the love came full circle.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Nobody warns you about the day your kid starts taking care of you — the first time he asks how you’re really doing, and actually means it. It sneaks up quietly, and suddenly the boy you used to worry about is the man you lean on. Raising someone who reinforces the people he loves is the kind of legacy worth wearing proudly.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the quiet pride of raising someone who takes care of others.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge circles two simple figures leaning against each other above a heartbeat line, with EMOTIONAL SUPPORT arched across the top and SON set firmly along the bottom. It’s the shirt that makes him laugh and roll his eyes at the same time, then wear it to every family dinner — usually right before a sibling asks for a matching one.”

Steak (the fact): badge graphic + SON lettering, printed front.

Sizzle (what we sell): an eye-roll he secretly loves — and a sibling’s matching order.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because the love you pour in eventually comes back to hold you up.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Reinforce Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment he texts “made it home, love you” without being asked — that’s the moment this shirt was made for. It’s right for the grown son who became your go-to for everything and the teenager who’s quietly more thoughtful than he lets on — perfect for his birthday, a graduation, or the day he moves into his own place.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the son who checks in unasked.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Emiliano

Product #00000000057 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac16d3d5dff57fd620d68b1>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000057.1 Emiliano.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Emiliano

URL Slug: emiliano

Meta Description: Emotional Support Fiancé tee — a funny red badge engagement gift for the groom-to-be, on Gildan 5000 cotton. Pairs with the Fiancée tee. S-5XL.

Image Alt Text: Red-and-white Emotional Support Fiancé badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support fiance shirt • funny fiance gift tee • groom to be shirt • engagement gift for him • engagement party shirt • bachelor party tee • gift for fiance from fiancée • newly engaged shirt • matching engagement shirts • honeymoon shirt for him • wedding planning humor tee • gildan 5000 fiance shirt • leoscorpioleo fiance shirt

Field 1 — Short Description (Next to the Photo)

He asked the big question, and somehow he's also the one keeping you sane through every seating chart since.

Emiliano gives him the title of the season: a red Emotional Support Fiancé badge for the man holding the whole engagement together.

For the fiancé who talks you down from wedding stress and still can't wait to marry you.

He proposed. He's still all in.

Field 2 — Long Description (Description Tab)

Engagements look like champagne and ring photos online, but real life is budgets, guest lists, family opinions, and a lot of deep breaths.

The fiancé who shows up for all of it — calm, patient, and still making you laugh — deserves more credit than a line in the toast.

Focusing on the person instead of the plans is how a wedding season becomes the start of a strong marriage.

The Badge He Earned Before the “I Do”

A bold red medical-style badge wraps two simple figures leaning together above a heartbeat with a heart at its center, with EMOTIONAL SUPPORT arched along the top and FIANCÉ across the bottom, accent and all.

It's the shirt that steals the show at the engagement party and lands in every getting-ready photo — usually right next to the matching FIANCÉE tee.

Because the strongest partnerships are built in the stressful moments, not just the perfect ones.

The Perfect Gift for the Groom-to-Be

The moment he squeezes your hand under the table while both families debate the guest list — that's the moment this shirt earns its place.

It's right for the groom-to-be who handles every wedding curveball with a joke and the fiancé who's been your calm since the proposal — perfect for an engagement party, the bachelor weekend, or the honeymoon suitcase.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — A badge-style graphic that makes his role in the engagement official, and pairs perfectly with the matching FIANCÉE tee.
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- **LeoScorpioLeo Design** — Original artwork built on one truth: the partner who holds you steady through the planning deserves his own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“He asked the big question, and somehow he’s also the one keeping you sane through every seating chart since.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the fiancé who proposed and then kept everyone calm.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Emiliano gives him the title of the season: a red Emotional Support Fiancé badge for the man holding the whole engagement together.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): the title of the season, worn with pride.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the fiancé who talks you down from wedding stress and still can’t wait to marry you.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the grooms-to-be who stay steady.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“He proposed. He’s still all in.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — still all in, after all the planning.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Engagements look like champagne and ring photos online, but real life is budgets, guest lists, family opinions, and a lot of deep breaths. The fiancé who shows up for all of it — calm, patient, and still making you laugh — deserves more credit than a line in the toast. Focusing on the person instead of the plans is how a wedding season becomes the start of a strong marriage.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): credit for the partner who shows up for the unglamorous part.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge wraps two simple figures leaning together above a heartbeat with a heart at its center, with EMOTIONAL SUPPORT arched along the top and FIANCÉ across the bottom, accent and all. It’s the shirt that steals the show at the engagement party and lands in every getting-ready photo — usually right next to the matching FIANCÉE tee.”

Steak (the fact): badge graphic + FIANCÉ lettering, printed front.

Sizzle (what we sell): an engagement-party highlight — and the matching FIANCÉE sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because the strongest partnerships are built in the stressful moments, not just the perfect ones.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Focus.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment he squeezes your hand under the table while both families debate the guest list — that’s the moment this shirt earns its place. It’s right for the groom-to-be who handles every wedding curveball with a joke and the fiancé who’s been your calm since the proposal — perfect for an engagement party, the bachelor weekend, or the honeymoon suitcase.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the groom-to-be who keeps you steady.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Faith

Product #00000000058 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac16e0933120c69c504206e>

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000058.1 Faith.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Faith

URL Slug: faith

Meta Description: Emotional Support Fiancée tee — a funny red badge gift for the bride-to-be who keeps the peace, on Gildan 5000 cotton. Pairs with the Fiancé tee. S-5XL.

Image Alt Text: Red-and-white Emotional Support Fiancée badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support fiancée shirt • bride to be shirt • funny fiancée gift tee • engagement gift for her • bridal shower gift shirt • bachelorette party tee • gift for fiancée from fiancé • newly engaged shirt for her • future mrs graphic tee • wedding planning humor shirt • honeymoon shirt for her • gildan 5000 fiancée shirt • leoscorpioleo fiancée shirt

Field 1 — Short Description (Next to the Photo)

She said yes, then quietly became the calm center of every vendor call, family debate, and late-night planning spiral.

Faith makes it official: a red Emotional Support Fiancée badge for the bride-to-be holding everyone's feelings and the whole timeline.

For the fiancée who keeps the peace, keeps the spreadsheet, and still keeps everyone laughing.

The ring says yes. The badge says thank you.

Field 2 — Long Description (Description Tab)

Somewhere between the proposal and the big day, the bride-to-be quietly becomes everyone's emotional support — her partner's, her mom's, and the bridesmaid who's having a moment.

Nobody hands out credit for keeping the peace during wedding season, even though it might be the hardest job of the whole year.

Owning that role with grace and a sense of humor is a strength worth celebrating long before she walks down the aisle.

A Badge for the Bride-to-Be Holding It All Together

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and FIANCÉE stamped along the bottom.

It's the shirt that gets the biggest laugh at the bridal shower and lands in every getting-ready photo — especially next to the matching FIANCÉ tee.

Because a joyful heart in the middle of the chaos is what turns a wedding into a marriage.

The Perfect Gift for the Bride-to-Be

The moment she calmly fixes a seating-chart crisis while everyone else is panicking — that's the moment this shirt was made for.

It's right for the newly engaged bride who's already running the whole show and the best friend planning her wedding while keeping everyone else calm — perfect for a bridal shower, the bachelorette weekend, or an engagement party.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — A badge-style graphic that makes her role in the engagement official, and pairs perfectly with the matching FIANCÉ tee.
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- **LeoScorpioLeo Design** — Original artwork built on one truth: the bride-to-be who holds everyone together deserves her own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“She said yes, then quietly became the calm center of every vendor call, family debate, and late-night planning spiral.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the bride-to-be who became everyone’s calm.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Faith makes it official: a red Emotional Support Fiancée badge for the bride-to-be holding everyone’s feelings and the whole timeline.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for the hardest job of wedding season.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the fiancée who keeps the peace, keeps the spreadsheet, and still keeps everyone laughing.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the brides-to-be who keep the peace.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“The ring says yes. The badge says thank you.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — gratitude, worn out loud.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Somewhere between the proposal and the big day, the bride-to-be quietly becomes everyone’s emotional support — her partner’s, her mom’s, and the bridesmaid who’s having a moment. Nobody hands out credit for keeping the peace during wedding season, even though it might be the hardest job of the whole year. Owning that role with grace and a sense of humor is a strength worth celebrating long before she walks down the aisle.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): credit for the invisible work of wedding season.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and FIANCÉE stamped along the bottom. It’s the shirt that gets the biggest laugh at the bridal shower and lands in every getting-ready photo — especially next to the matching FIANCÉE tee.”

Steak (the fact): badge graphic + FIANCÉE lettering, printed front.

Sizzle (what we sell): a bridal-shower highlight — and the matching FIANCÉE sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because a joyful heart in the middle of the chaos is what turns a wedding into a marriage.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment she calmly fixes a seating-chart crisis while everyone else is panicking — that’s the moment this shirt was made for. It’s right for the newly engaged bride who’s already running the whole show and the best friend planning her wedding while keeping everyone else calm — perfect for a bridal shower, the bachelorette weekend, or an engagement party.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the bride-to-be who stays calm for everyone.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Ganner

Product #00000000059 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac4185c3f98b152720832fd>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000059.1 Ganner.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Ganner

URL Slug: ganner

Meta Description: Emotional Support Cousin tee — a funny red badge gift for the cousin who shows up for every family moment, on Gildan 5000 cotton. S-5XL.

Image Alt Text: Red-and-white Emotional Support Cousin badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support cousin shirt · funny cousin gift tee · best cousin ever shirt · family reunion t-shirt · cousin birthday gift · cousin crew shirt · gift for favorite cousin · cousins trip tee · matching cousin shirts · family vacation graphic tee · cousin humor t-shirt · gildan 5000 cousin shirt · leoscordioleo cousin shirt

Field 1 — Short Description (Next to the Photo)

At every family gathering there's one cousin everybody drifts toward when the small talk runs dry and the real talk starts.

Ganner makes it official: a red Emotional Support Cousin badge for the one who listens first and laughs loudest.

For the cousin who's half sibling, half best friend, and the first call when the family gets complicated.

Same family tree. Different kind of support.

Field 2 — Long Description (Description Tab)

Cousins are the people who knew you before you figured out who you were — and loved you through the awkward years anyway.

Nobody writes a job title for the cousin who keeps the group chat alive, but that cousin is quietly holding the whole family together.

Being that person is a choice you make every holiday, every reunion, and every late-night phone call, and it deserves to be worn proudly.

A Badge for the Cousin Who Keeps the Family Close

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and COUSIN stamped along the bottom.

It’s the shirt that gets passed around the reunion photo line with a laugh — and the one every other cousin suddenly wants too.

Because the family you grow up with is the first place joy gets passed around.

The Perfect Gift for Your Favorite Cousin

The moment your cousin drives across town just to sit with you on a hard day — that’s the moment this shirt was made for.

It’s right for the cousin who’s more like a sibling and the one who plans every family trip without being asked — perfect for a reunion, a cousins’ weekend, or a birthday that deserves a laugh.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that makes cousin status official, and lines up perfectly with the rest of the Emotional Support family tees.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the cousin who keeps showing up deserves a title of their own.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
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Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“At every family gathering there’s one cousin everybody drifts toward when the small talk runs dry and the real talk starts.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the cousin everybody drifts toward for the real talk.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Ganner makes it official: a red Emotional Support Cousin badge for the one who listens first and laughs loudest.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for the family’s favorite listener.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the cousin who’s half sibling, half best friend, and the first call when the family gets complicated.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the cousins who are half sibling, half best friend.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Same family tree. Different kind of support.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — the family bond, worn out loud.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Cousins are the people who knew you before you figured out who you were — and loved you through the awkward years anyway. Nobody writes a job title for the cousin who keeps the group chat alive, but that cousin is quietly holding the whole family together. Being that person is a choice you make every holiday, every reunion, and every late-night phone call, and it deserves to be worn proudly.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): credit for the cousin who quietly holds the family together.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and COUSIN stamped along the bottom. It’s the shirt that gets passed around the reunion photo line with a laugh — and the one every other cousin suddenly wants too.”

Steak (the fact): badge graphic + COUSIN lettering, printed front.

Sizzle (what we sell): a reunion-photo laugh — and the next cousin’s order.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because the family you grow up with is the first place joy gets passed around.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment your cousin drives across town just to sit with you on a hard day — that’s the moment this shirt was made for. It’s right for the cousin who’s more like a sibling and the one who plans every family trip without being asked — perfect for a reunion, a cousins’ weekend, or a birthday that deserves a laugh.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the cousin who shows up on the hard days.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag.

Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Hailey

Product #00000000060 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac41901a94ccf70c508c21d>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000060.1 Hailey.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Hailey

URL Slug: hailey

Meta Description: Emotional Support Niece tee — a funny red badge gift for the niece who makes every visit brighter, on Gildan 5000 cotton. S-5XL.

Image Alt Text: Red-and-white Emotional Support Niece badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support niece shirt · funny niece gift tee · best niece ever shirt · gift for niece from aunt · gift for niece from uncle · niece birthday shirt · niece graduation gift · favorite niece t-shirt · niece humor graphic tee · family holiday shirt for niece · auntie and niece shirts · gildan 5000 niece shirt · leoscordioleo niece shirt

Field 1 — Short Description (Next to the Photo)

She walks in the door and suddenly the whole house is lighter, louder, and somehow a little more patient.

Hailey makes it official: a red Emotional Support Niece badge for the girl who turns every family visit into the good part of the week.

For the niece who checks on her aunts and uncles as much as they check on her.

Proud aunt. Prouder niece.

Field 2 — Long Description (Description Tab)

Every family has that one niece who remembers your birthday, asks how you’re really doing, and sends the meme right when you need it.

People assume the grown-ups do all the supporting, but anyone with a niece like that knows it runs both ways.

Being the bright spot in a big family is a quiet kind of strength, and it’s worth wearing with a grin.

A Badge for the Niece Who Brightens Every Visit

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and NIECE stamped along the bottom.

It’s the shirt that earns a laugh at the holiday table and a “where did you get that?” from every aunt in the room — especially next to the matching AUNT and UNCLE tees.

Because a family gets stronger every time someone brings a little light through the door.

The Perfect Gift for Your Niece

The moment your niece texts “just checking on you” out of nowhere — that’s the moment this shirt was made for.

It’s right for the niece who’s become one of your favorite people and the college-bound niece who still calls home — perfect for a birthday, a graduation, or a matching-shirt family day.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that makes her place in the family official, and pairs perfectly with the matching AUNT and UNCLE tees.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the niece who lifts the whole family deserves her own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0

Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“She walks in the door and suddenly the whole house is lighter, louder, and somehow a little more patient.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the niece who changes the mood of the whole house.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Hailey makes it official: a red Emotional Support Niece badge for the girl who turns every family visit into the good part of the week.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for the bright spot of the family.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the niece who checks on her aunts and uncles as much as they check on her.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the nieces who check on everyone.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Proud aunt. Prouder niece.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — family pride in both directions.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Every family has that one niece who remembers your birthday, asks how you’re really doing, and sends the meme right when you need it. People assume the grown-ups do all the supporting, but anyone with a niece like that knows it runs both ways. Being the bright spot in a big family is a quiet kind of strength, and it’s worth wearing with a grin.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): proof that support in a family runs both ways.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and NIECE stamped along the bottom. It’s the shirt that earns a laugh at the holiday table and a “where did you get that?” from every aunt in the room — especially next to the matching AUNT and UNCLE tees.”

Steak (the fact): badge graphic + NIECE lettering, printed front.

Sizzle (what we sell): a holiday-table laugh — and the matching AUNT/UNCLE sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because a family gets stronger every time someone brings a little light through the door.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment your niece texts “just checking on you” out of nowhere — that’s the moment this shirt was made for. It’s right for the niece who’s become one of your favorite people and the college-bound niece who still calls home — perfect for a birthday, a graduation, or a matching-shirt family day.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the niece who checks in first.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

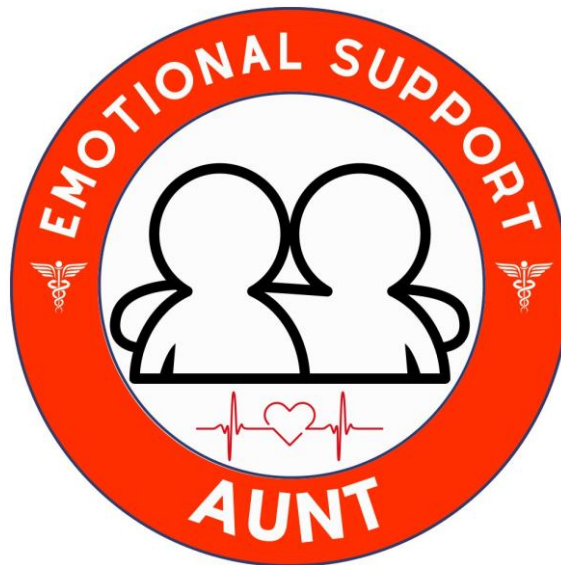
Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Product #00000000061 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac41a1e16e51e585904a8c1>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000061.1 Izel.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Izel

URL Slug: izel

Meta Description: Emotional Support Aunt tee — a funny red badge gift for the aunt everyone calls first, on Gildan 5000 cotton. Pairs with the Niece and Nephew tees. S–5XL.

Image Alt Text: Red-and-white Emotional Support Aunt badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support aunt shirt · funny aunt gift tee · cool aunt t-shirt · best auntie ever shirt · gift for aunt from niece · new aunt announcement shirt · auntie birthday gift · aunt life graphic tee · favorite aunt shirt · gift for aunt from nephew · auntie humor t-shirt · gildan 5000 aunt shirt · leoscorpioleo aunt shirt

Field 1 — Short Description (Next to the Photo)

She's the one the kids call when they can't call their parents yet — and somehow she always knows what to say.

Izel makes it official: a red Emotional Support Aunt badge for the woman who is part safe place, part partner in crime.

For the aunt who keeps the secrets, the snacks, and the whole next generation steady.

Not their mom. Still their person.

Field 2 — Long Description (Description Tab)

Every kid deserves one grown-up who listens without lecturing, and for a lot of families, that grown-up is the aunt.

Being the cool aunt is the easy part — being the steady one everyone runs to is the job nobody sees.

Owning that role with a full heart and a sense of humor is a gift to the whole family, and it deserves a badge.

A Badge for the Aunt Everyone Runs To

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and AUNT stamped along the bottom.

It’s the shirt that gets the biggest laugh at the family cookout — and looks even better next to the matching NIECE or NEPHEW tee.

Because being someone’s safe place is one of the strongest things a person can own.

The Perfect Gift for the Aunt Who Shows Up

The moment your aunt quietly slips you advice, a hug, and twenty bucks on the way out the door — that’s the moment this shirt was made for.

It’s right for the aunt who’s been a second mom since day one and the brand-new aunt who can’t stop showing off baby pictures — perfect for a birthday, a pregnancy announcement, or a family reunion.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that makes her role in the family official, and pairs perfectly with the matching NIECE and NEPHEW tees.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the aunt who holds the next generation steady deserves her own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length,	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0

in								
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“She’s the one the kids call when they can’t call their parents yet — and somehow she always knows what to say.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the aunt the kids call first.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Izel makes it official: a red Emotional Support Aunt badge for the woman who is part safe place, part partner in crime.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for the family’s safe place.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the aunt who keeps the secrets, the snacks, and the whole next generation steady.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the aunts who keep the secrets and the snacks.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Not their mom. Still their person.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — “their person,” worn out loud.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Every kid deserves one grown-up who listens without lecturing, and for a lot of families, that grown-up is the aunt. Being the cool aunt is the easy part — being the steady one everyone runs to is the job nobody sees. Owning that role with a full heart and a sense of humor is a gift to the whole family, and it deserves a badge.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): credit for the steady, invisible work of being the aunt.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and AUNT stamped along the bottom. It’s the shirt that gets the biggest laugh at the family cookout — and looks even better next to the matching NIECE or NEPHEW tee.”

Steak (the fact): badge graphic + AUNT lettering, printed front.

Sizzle (what we sell): a cookout laugh — and the matching NIECE/NEPHEW sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because being someone’s safe place is one of the strongest things a person can own.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment your aunt quietly slips you advice, a hug, and twenty bucks on the way out the door — that’s the moment this shirt was made for. It’s right for the aunt who’s been a second mom since day one and the brand-new aunt who can’t stop showing off baby pictures — perfect for a birthday, a pregnancy announcement, or a family reunion.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the aunt who always slips in the advice and the hug.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Jacen

Product #00000000062 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac41b717f979b7012090744>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000062.1 Jacen.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Jacen

URL Slug: jacen

Meta Description: Emotional Support Nephew tee — a funny red badge gift for the nephew who keeps the family laughing, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Nephew badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support nephew shirt · funny nephew gift tee · best nephew ever shirt · gift for nephew from aunt · gift for nephew from uncle · nephew birthday shirt · nephew graduation gift · favorite nephew t-shirt · nephew humor graphic tee · uncle and nephew shirts · family cookout shirt for nephew · gildan 5000 nephew shirt · leoscorpioleo nephew shirt

Field 1 — Short Description (Next to the Photo)

He's the nephew who shows up to help you move, stays for pizza, and somehow fixes your phone on the way out.

Jacen makes it official: a red Emotional Support Nephew badge for the young man who has his family's back.

For the nephew who looks out for his aunts and uncles as much as they ever looked out for him.

Family first. Badge on.

Field 2 — Long Description (Description Tab)

Somewhere along the way the kid you used to babysit became the one who carries the heavy boxes and asks how you're holding up.

Nobody expects the nephew to be the emotional support of the family, which is exactly why it means so much when he is.

Growing into that kind of man is something to be proud of, and it deserves to be worn where everybody can see it.

A Badge for the Nephew Who Has Everyone's Back

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and NEPHEW stamped along the bottom.

It's the shirt that gets a laugh at the family barbecue and a proud nod from every uncle there — especially next to the matching UNCLE and AUNT tees.

Because the people who lift their family up are reinforcing themselves at the same time.

The Perfect Gift for Your Nephew

The moment your nephew drops everything to help without being asked — that's the moment this shirt was made for.

It's right for the nephew who grew up into one of your best friends and the teenage nephew who still gives the best hugs — perfect for a birthday, a graduation, or a family game day.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that makes his place in the family official, and pairs perfectly with the matching UNCLE and AUNT tees.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the nephew who has everyone's back deserves his own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“He’s the nephew who shows up to help you move, stays for pizza, and somehow fixes your phone on the way out.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the nephew who shows up and stays to help.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Jacen makes it official: a red Emotional Support Nephew badge for the young man who has his family’s back.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for the young man with his family’s back.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the nephew who looks out for his aunts and uncles as much as they ever looked out for him.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the nephews who look out for the grown-ups.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Family first. Badge on.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — family first, worn out loud.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Somewhere along the way the kid you used to babysit became the one who carries the heavy boxes and asks how you’re holding up. Nobody expects the nephew to be the emotional support of the family, which is exactly why it means so much when he is. Growing into that kind of man is something to be proud of, and it deserves to be worn where everybody can see it.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): pride in the kid who grew into the family’s support.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and NEPHEW stamped along the bottom. It’s the shirt that gets a laugh at the family barbecue and a proud nod from every uncle there — especially next to the matching UNCLE and AUNT tees.”

Steak (the fact): badge graphic + NEPHEW lettering, printed front.

Sizzle (what we sell): a barbecue laugh — and the matching UNCLE/AUNT sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because the people who lift their family up are reinforcing themselves at the same time.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Reinforce Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment your nephew drops everything to help without being asked — that’s the moment this shirt was made for. It’s right for the nephew who grew up into one of your best friends and the teenage nephew who still gives the best hugs — perfect for a birthday, a graduation, or a family game day.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the nephew who helps without being asked.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Kaitlin

Product #00000000063 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac41c618f77fd748707cd2d>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000063.1 Kaitlin.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Kaitlin

URL Slug: kaitlin

Meta Description: Emotional Support Barista tee — a funny red badge shirt for the barista who serves coffee and a listening ear, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Barista badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support barista shirt · funny barista t-shirt · barista gift idea · coffee shop staff tee · gift for coffee lover barista · barista appreciation gift · coffee humor graphic tee · cafe worker shirt · espresso lover t-shirt · gift for coffee shop owner · latte art barista tee · gildan 5000 barista shirt · leoscarioleo barista shirt

Field 1 — Short Description (Next to the Photo)

Before most people say good morning to anyone, they say it to their barista — usually with a sigh and a story attached.

Kaitlin makes it official: a red Emotional Support Barista badge for the one who pours the coffee and catches the feelings.

For the barista who remembers your order, your dog's name, and what happened at your job last Tuesday.

Extra shot. Extra heart.

Field 2 — Long Description (Description Tab)

Coffee shops run on espresso, but the regulars keep coming back for the person behind the counter who actually listens.

Nobody puts “part-time therapist” on a barista’s job description, yet every morning rush proves it should be there.

Turning someone’s worst morning into a decent one, one cup at a time, is real work worth celebrating.

A Badge for the Barista Behind the Counter

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and BARISTA stamped along the bottom.

It’s the shirt regulars point at and laugh about during the morning rush — and the one the whole crew will want for the next staff gift.

Because a little joy poured into every cup is how a whole neighborhood gets through the week.

The Perfect Gift for Your Favorite Barista

The moment your barista starts making your drink before you even reach the counter — that’s the moment this shirt was made for.

It’s right for the barista who’s become the friendliest face in your morning and the café owner who keeps the whole team smiling — perfect for staff appreciation, a holiday tip-jar thank-you, or a barista’s last day before moving on.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that makes the counter’s best listener official, and pairs with the rest of the Emotional Support tees for the whole crew.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the barista who serves kindness with the coffee deserves a badge of their own.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
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Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“Before most people say good morning to anyone, they say it to their barista — usually with a sigh and a story attached.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the barista who hears everyone’s morning first.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Kaitlin makes it official: a red Emotional Support Barista badge for the one who pours the coffee and catches the feelings.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for the counter’s best listener.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the barista who remembers your order, your dog’s name, and what happened at your job last Tuesday.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the baristas who remember the details.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Extra shot. Extra heart.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — kindness served with the coffee.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Coffee shops run on espresso, but the regulars keep coming back for the person behind the counter who actually listens. Nobody puts “part-time therapist” on a barista’s job description, yet every morning rush proves it should be there. Turning someone’s worst morning into a decent one, one cup at a time, is real work worth celebrating.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): credit for the unpaid listening that comes with every pour.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and BARISTA stamped along the bottom. It’s the shirt regulars point at and laugh about during the morning rush — and the one the whole crew will want for the next staff gift.”

Steak (the fact): badge graphic + BARISTA lettering, printed front.

Sizzle (what we sell): a morning-rush laugh — and the whole crew’s next order.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because a little joy poured into every cup is how a whole neighborhood gets through the week.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment your barista starts making your drink before you even reach the counter — that’s the moment this shirt was made for. It’s right for the barista who’s become the friendliest face in your morning and the café owner who keeps the whole team smiling — perfect for staff appreciation, a holiday tip-jar thank-you, or a barista’s last day before moving on.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): thanking the barista who already knows your order.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag.

Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Leo

Product #00000000064 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac5478834c643b4e50b2c26>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000064.1 Leo.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Leo

URL Slug: leo

Meta Description: Emotional Support Uncle tee — a funny red badge gift for the uncle with the best advice and worst jokes, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Uncle badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support uncle shirt · funny uncle gift tee · best uncle ever shirt · cool uncle t-shirt · gift for uncle from niece · gift for uncle from nephew · new uncle announcement shirt · uncle birthday gift · favorite uncle graphic tee · uncle humor t-shirt · fun uncle shirt for family reunion · gildan 5000 uncle shirt · leoscorpioleo uncle shirt

Field 1 — Short Description (Next to the Photo)

He's the uncle who taught you to fish, to drive, and how to fix it yourself — and he still answers the phone at midnight.

Leo makes it official: a red Emotional Support Uncle badge for the man with the steady advice and the terrible jokes.

For the uncle who shows up to every game, every move, and every hard conversation without being asked.

Bad jokes. Good heart.

Field 2 — Long Description (Description Tab)

Every family has an uncle who seems to have a story, a tool, or a piece of advice for every situation life throws at you.

People call him the fun uncle, but the kids who grew up with him know he was the steady one all along.

Being that kind of man for the next generation is a legacy worth wearing, not just a title at the barbecue.

A Badge for the Uncle With All the Answers

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and UNCLE stamped along the bottom.

It's the shirt that gets an eye-roll and a laugh at the family reunion — and a matching NIECE or NEPHEW tee by the next holiday.

Because owning who you are for the next generation is the best lesson you can teach them.

The Perfect Gift for the Uncle Who Shows Up

The moment your uncle turns a flat tire on the highway into a lesson and a laugh — that's the moment this shirt was made for.

It's right for the uncle who's been a second dad since day one and the brand-new uncle bragging to everyone at work — perfect for a birthday, Father's Day from the nieces and nephews, or a baby announcement.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — A badge-style graphic that makes his role in the family official, and pairs perfectly with the matching NIECE and NEPHEW tees.
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- **LeoScorpioLeo Design** — Original artwork built on one truth: the uncle who steadies the next generation deserves his own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“He’s the uncle who taught you to fish, to drive, and how to fix it yourself — and he still answers the phone at midnight.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the uncle who taught you everything and still answers at midnight.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Leo makes it official: a red Emotional Support Uncle badge for the man with the steady advice and the terrible jokes.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for the family’s steady advisor.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the uncle who shows up to every game, every move, and every hard conversation without being asked.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the uncles who show up without being asked.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Bad jokes. Good heart.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — the bad jokes and the good heart, both worn proudly.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Every family has an uncle who seems to have a story, a tool, or a piece of advice for every situation life throws at you. People call him the fun uncle, but the kids who grew up with him know he was the steady one all along. Being that kind of man for the next generation is a legacy worth wearing, not just a title at the barbecue.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): a legacy, not just a title.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and UNCLE stamped along the bottom. It’s the shirt that gets an eye-roll and a laugh at the family reunion — and a matching NIECE or NEPHEW tee by the next holiday.”

Steak (the fact): badge graphic + UNCLE lettering, printed front.

Sizzle (what we sell): a reunion laugh — and the matching NIECE/NEPHEW sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because owning who you are for the next generation is the best lesson you can teach them.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment your uncle turns a flat tire on the highway into a lesson and a laugh — that’s the moment this shirt was made for. It’s right for the uncle who’s been a second dad since day one and the brand-new uncle bragging to everyone at work — perfect for a birthday, Father’s Day from the nieces and nephews, or a baby announcement.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the uncle who turns trouble into a lesson.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Mara Jade

Product #00000000065 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac41fd380443ddfe30bcf60>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000065.1 Mara Jade.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Mara Jade

URL Slug: mara-jade

Meta Description: Emotional Support Missionary tee — a red badge gift for the missionary who serves with a full heart, on Gildan 5000 cotton. S-5XL.

Image Alt Text: Red-and-white Emotional Support Missionary badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support missionary shirt · missionary gift idea · mission trip t-shirt · church mission team shirt · missionary farewell gift · missionary homecoming gift · faith based graphic tee · youth group mission trip shirt · gift for pastor or missionary · christian service t-shirt · short term mission team tee · gildan 5000 missionary shirt · leoscorpileo missionary shirt

Field 1 — Short Description (Next to the Photo)

They packed one bag, said goodbye to everything familiar, and went where people needed someone to listen.

Mara Jade makes it official: a red Emotional Support Missionary badge for the one who serves with an open heart and a ready ear.

For the missionary who brings comfort to strangers, then still finds time to write home.

Sent to serve. Built to care.

Field 2 — Long Description (Description Tab)

Mission work is usually described in miles traveled and projects finished, but the real work happens one conversation at a time.

The missionary's quiet superpower isn't the trip — it's becoming the steady, caring presence people didn't know they needed.

Moving forward with faith and a happy spirit is exactly the kind of strength this shirt was made to honor.

A Badge for the Missionary With a Ready Ear

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and MISSIONARY stamped along the bottom.

It's the shirt that sparks smiles in the airport, at the send-off, and in the team photo — and the one the whole mission team ends up ordering together.

Because those who move forward with faith and a happy spirit find that things work out.

The Perfect Gift for a Missionary

The moment your missionary hugs the family goodbye at the airport, or walks back through the arrivals gate changed — that's the moment this shirt was made for.

It's right for the young missionary heading out for the first time and the seasoned servant who's spent years caring for others — perfect for a farewell, a homecoming, or a church mission team send-off.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — A badge-style graphic that honors a life of service with a smile, and makes a great matching shirt for a whole mission team.
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- **LeoScorpioLeo Design** — Original artwork built on one truth: the people who carry comfort to others deserve a badge of their own.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“They packed one bag, said goodbye to everything familiar, and went where people needed someone to listen.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the courage to go where people need a listener.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Mara Jade makes it official: a red Emotional Support Missionary badge for the one who serves with an open heart and a ready ear.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for a ministry of presence.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the missionary who brings comfort to strangers, then still finds time to write home.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the missionaries who comfort strangers and still write home.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Sent to serve. Built to care.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — service and care, worn out loud.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Mission work is usually described in miles traveled and projects finished, but the real work happens one conversation at a time. The missionary’s quiet superpower isn’t the trip — it’s becoming the steady, caring presence people didn’t know they needed. Moving forward with faith and a happy spirit is exactly the kind of strength this shirt was made to honor.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): honoring the one-conversation-at-a-time work of a mission.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and MISSIONARY stamped along the bottom. It’s the shirt that sparks smiles in the airport, at the send-off, and in the team photo — and the one the whole mission team ends up ordering together.”

Steak (the fact): badge graphic + MISSIONARY lettering, printed front.

Sizzle (what we sell): a send-off photo smile — and the whole team’s order.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because those who move forward with faith and a happy spirit find that things work out.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Focus (faith and a happy spirit).

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment your missionary hugs the family goodbye at the airport, or walks back through the arrivals gate changed — that’s the moment this shirt was made for. It’s right for the young missionary heading out for the first time and the seasoned servant who’s spent years caring for others — perfect for a farewell, a homecoming, or a church mission team send-off.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): marking the goodbye and the homecoming of someone who served.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Naga

Product #00000000066 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac548912bc9689b53099353>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000066.1 Naga.png · the version printed on white shirts

SEO & Metadata

Printify Title: Naga

URL Slug: naga

Meta Description: Emotional Support Bride tee — a funny red badge shirt for bachelorettes, bridal showers, and getting-ready photos, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Bride badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support bride shirt · funny bride t-shirt · bride to be shirt · bachelorette party bride tee · bridal shower gift for bride · getting ready bride shirt · engagement gift for her · future mrs shirt · bride gift from bridesmaids · wedding party matching shirts · bride humor tee · gildan 5000 bride shirt · leoscorpileo bride shirt

Field 1 — Short Description (Next to the Photo)

Somewhere between the seating chart, the third dress fitting, and your aunt’s opinion on the cake, you started wondering who’s supporting the bride.

Naga answers for you: a red Emotional Support Bride badge that says the woman at the center of all this deserves a little care too.

For the bride-to-be who’s holding the whole plan together and still remembering to thank everyone who helps.

Her day. Her way.

Field 2 — Long Description (Description Tab)

Wedding planning is supposed to be the happiest stretch of your life, and somehow it's also the most exhausting.

The truth nobody prints on the invitation is that the bride needs as much support as she gives.

Saying that out loud, with a laugh, is how you stay yourself all the way down the aisle.

A Badge for the Woman at the Center of It All

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and BRIDE stamped along the bottom.

It's the shirt that gets a knowing laugh at the bachelorette, the dress fitting, and the morning-of hair appointment — and it looks even better next to a matching MAID OF HONOR and BRIDESMAID tee.

Because the bride who remembers to breathe, eat, and rest walks down the aisle as herself.

The Perfect Gift for the Bride Who Holds It All Together

The moment she finally sits down after the last vendor call and lets out the breath she's been holding for months — that's the moment this shirt was made for.

It's right for the bride who planned every detail herself and the bride who just wants to get to the honeymoon — perfect for a bridal shower, a bachelorette weekend, getting-ready photos, or a just-engaged surprise.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — A badge-style graphic that makes her role official, and pairs perfectly with the matching GROOM, MAID OF HONOR, and BRIDESMAID tees.
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- **LeoScorpioLeo Design** — Original artwork built on one truth: the bride deserves the same support she gives everyone else.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“Somewhere between the seating chart, the third dress fitting, and your aunt’s opinion on the cake, you started wondering who’s supporting the bride.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the overwhelmed bride who wonders who is looking after her.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Naga answers for you: a red Emotional Support Bride badge that says the woman at the center of all this deserves a little care too.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): permission for the bride to be cared for, too.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the bride-to-be who’s holding the whole plan together and still remembering to thank everyone who helps.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the brides holding the whole plan together.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Her day. Her way.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — her day, on her terms.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Wedding planning is supposed to be the happiest stretch of your life, and somehow it’s also the most exhausting. The truth nobody prints on the invitation is that the bride needs as much support as she gives. Saying that out loud, with a laugh, is how you stay yourself all the way down the aisle.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): relief from the planning grind, and staying herself through it.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and BRIDE stamped along the bottom. It’s the shirt that gets a knowing laugh at the bachelorette, the dress fitting, and the morning-of hair appointment — and it looks even better next to a matching MAID OF HONOR and BRIDESMAID tee.”

Steak (the fact): badge graphic + BRIDE lettering, printed front.

Sizzle (what we sell): a bachelorette laugh — and the matching MAID OF HONOR/BRIDESMAID sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because the bride who remembers to breathe, eat, and rest walks down the aisle as herself.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Eat Something (nourish yourself).

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment she finally sits down after the last vendor call and lets out the breath she’s been holding for months — that’s the moment this shirt was made for. It’s right for the bride who planned every detail herself and the bride who just wants to get to the honeymoon — perfect for a bridal shower, a bachelorette weekend, getting-ready photos, or a just-engaged surprise.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): the exhale after months of holding it all together.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Omala

Product #00000000067 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac5492462b7f6723800892d>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000067.1 Omala.png · the version printed on white shirts

SEO & Metadata

Printify Title: Omala

URL Slug: omala

Meta Description: Emotional Support Maid of Honor tee — a funny red badge gift for the best friend running the bridal party, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Maid of Honor badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support maid of honor shirt · maid of honor gift · maid of honor proposal gift · funny maid of honor t-shirt · bachelorette party maid of honor tee · maid of honor thank you gift · best friend wedding gift · sister maid of honor shirt · bridal party matching tees · will you be my maid of honor · maid of honor humor tee · gildan 5000 maid of honor shirt · leoscorpioleo maid of honor shirt

Field 1 — Short Description (Next to the Photo)

You've held the dress, the phone, the timeline, and her hand — sometimes all at once.

Omala puts it in writing: a red Emotional Support Maid of Honor badge for the friend who keeps the bride calm and the party on schedule.

For the best friend who said yes to the title knowing exactly how much work came with it.

Her rock. Her right hand.

Field 2 — Long Description (Description Tab)

Everyone hears the maid of honor’s speech, but almost nobody sees the hundred quiet things she did to get the bride to that moment.

Being the person someone leans on hardest isn’t a side job at the wedding — it’s the whole job.

Showing up like that is a choice you make with your full attention, and it’s worth wearing proudly.

A Badge for the Friend Who Runs the Show

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and MAID OF HONOR stamped along the bottom.

It’s the shirt that makes the whole bridal party laugh at the bachelorette — and gets the bride asking where to find her matching BRIDE tee.

Because when you focus on the people you love, every detail you carry becomes a gift.

The Perfect Gift for the Friend Who Said Yes

The moment she fixes the bride’s veil, hides the tissues in her clutch, and still nails every word of the toast — that’s the moment this shirt was made for.

It’s right for the lifelong best friend and the sister who stepped into the role — perfect for a maid of honor proposal box, the bachelorette weekend, or a thank-you after the big day.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that makes her role official, and pairs perfectly with the matching BRIDE and BRIDESMAID tees.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the friend who carries the bride through it deserves her own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0

Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“You’ve held the dress, the phone, the timeline, and her hand — sometimes all at once.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the maid of honor juggling everything at once.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Omala puts it in writing: a red Emotional Support Maid of Honor badge for the friend who keeps the bride calm and the party on schedule.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): recognition for the friend who keeps the bride calm.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the best friend who said yes to the title knowing exactly how much work came with it.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the best friends who said yes knowing the work.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Her rock. Her right hand.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — she is the bride’s rock.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Everyone hears the maid of honor’s speech, but almost nobody sees the hundred quiet things she did to get the bride to that moment. Being the person someone leans on hardest isn’t a side job at the wedding — it’s the whole job. Showing up like that is a choice you make with your full attention, and it’s worth wearing proudly.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the unseen work of the maid of honor, finally seen.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and MAID OF HONOR stamped along the bottom. It’s the shirt that makes the whole bridal party laugh at the bachelorette — and gets the bride asking where to find her matching BRIDE tee.”

Steak (the fact): badge graphic + MAID OF HONOR lettering, printed front.

Sizzle (what we sell): a bridal-party laugh — and the matching BRIDE sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because when you focus on the people you love, every detail you carry becomes a gift.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Focus.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment she fixes the bride’s veil, hides the tissues in her clutch, and still nails every word of the toast — that’s the moment this shirt was made for. It’s right for the lifelong best friend and the sister who stepped into the role — perfect for a maid of honor proposal box, the bachelorette weekend, or a thank-you after the big day.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): the veil-fixing, tissue-hiding, toast-nailing friend.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Piper

Product #00000000068 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac549d0b1c72f8ac7067c42>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000068.1 Piper.png · the version printed on white shirts

SEO & Metadata

Printify Title: Piper

URL Slug: piper

Meta Description: Emotional Support Bridesmaid tee — a funny red badge shirt for bachelorette weekends and getting-ready photos, on Gildan 5000 cotton. S-5XL.

Image Alt Text: Red-and-white Emotional Support Bridesmaid badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support bridesmaid shirt · funny bridesmaid t-shirt · bridesmaid proposal gift · bachelorette party bridesmaid tee · bridesmaid gift from bride · getting ready bridesmaid shirt · bridal party matching shirts · bride squad tee · bridesmaid thank you gift · bachelorette weekend group shirt · bridesmaid humor tee · gildan 5000 bridesmaid shirt · leoscorpioleo bridesmaid shirt

Field 1 — Short Description (Next to the Photo)

You bought the dress she picked, learned the dance, and booked the flight without a single complaint — out loud.

Piper makes the role official: a red Emotional Support Bridesmaid badge for every friend standing beside the bride.

For the bridesmaid who's ready with snacks, safety pins, and a pep talk the second the bride needs one.

Tissues packed. Heart full.

Field 2 — Long Description (Description Tab)

Being a bridesmaid means months of group chats, fittings, and plans that change three times before the weekend arrives.

The bridesmaids aren't the background of the wedding — they're the reason the bride can actually enjoy it. Bringing joy to someone else's biggest day is one of the best things a friend can do, and it deserves a shirt.

A Badge for the Whole Crew Behind the Bride

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and BRIDESMAID stamped along the bottom.

It's the shirt that turns the bachelorette group photo into the one everybody posts — with the bride in her matching BRIDE tee right in the middle.

Because joy grows every time you share it with the people you love.

The Perfect Gift for the Friends Who Stand Beside Her

The moment the bride turns around in her dress and every bridesmaid in the room starts crying at once — that's the moment this shirt was made for.

It's right for the college roommate flying in from across the country and the new sister-in-law joining the family — perfect for a bridesmaid proposal, a bachelorette weekend, getting-ready photos, or a thank-you gift from the bride.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that makes her role official, and pairs perfectly with the matching BRIDE and MAID OF HONOR tees.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the friends behind the bride deserve a badge of their own.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“You bought the dress she picked, learned the dance, and booked the flight without a single complaint — out loud.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the bridesmaid who said yes to everything with a smile.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Piper makes the role official: a red Emotional Support Bridesmaid badge for every friend standing beside the bride.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for every friend beside the bride.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the bridesmaid who’s ready with snacks, safety pins, and a pep talk the second the bride needs one.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the snack-and-safety-pin crew.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Tissues packed. Heart full.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — ready for the tears, full of love.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Being a bridesmaid means months of group chats, fittings, and plans that change three times before the weekend arrives. The bridesmaids aren’t the background of the wedding — they’re the reason the bride can actually enjoy it. Bringing joy to someone else’s biggest day is one of the best things a friend can do, and it deserves a shirt.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): bridesmaids as the reason the bride gets to enjoy her day.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and BRIDESMAID stamped along the bottom. It’s the shirt that turns the bachelorette group photo into the one everybody posts — with the bride in her matching BRIDE tee right in the middle.”

Steak (the fact): badge graphic + BRIDESMAID lettering, printed front.

Sizzle (what we sell): the group photo everybody posts — and the matching BRIDE sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because joy grows every time you share it with the people you love.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment the bride turns around in her dress and every bridesmaid in the room starts crying at once — that’s the moment this shirt was made for. It’s right for the college roommate flying in from across the country and the new sister-in-law joining the family — perfect for a bridesmaid proposal, a bachelorette weekend, getting-ready photos, or a thank-you gift from the bride.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): the first-look moment when every bridesmaid cries at once.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Qu Rahn

Product #00000000069 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac54a89e94f1854a30548ef>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000069.1 Qu Rahn.png · the version printed on white shirts

SEO & Metadata

Printify Title: Qu Rahn

URL Slug: qu-rahn

Meta Description: Emotional Support Groom tee — a funny red badge shirt for bachelor parties, rehearsal dinners, and wedding mornings, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Groom badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support groom shirt · funny groom t-shirt · groom to be shirt · bachelor party groom tee · gift for groom from bride · groom getting ready shirt · future mr shirt · engagement gift for him · rehearsal dinner groom shirt · groom humor tee · wedding party matching shirts for men · gildan 5000 groom shirt · leoscorpileo groom shirt

Field 1 — Short Description (Next to the Photo)

He's been told where to stand, what to wear, and which cousin not to seat near which uncle — and he's smiling through all of it.

Qu Rahn gives him the last word: a red Emotional Support Groom badge for the man who's mostly here to say "I do" and mean it.

For the groom-to-be who handles every detail he's handed and keeps his eyes on the person at the end of the aisle.

Steady hands. Full heart.

Field 2 — Long Description (Description Tab)

Most of the wedding spotlight goes to the dress, the flowers, and the first look, and the groom quietly learns to nod along.

But the man waiting at the end of the aisle is carrying just as much love and just as many nerves as anyone in the room.

Owning that, with a sense of humor, is the first promise of a good marriage.

A Badge for the Man at the End of the Aisle

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and GROOM stamped along the bottom.

It's the shirt that gets a laugh at the bachelor party and the rehearsal dinner — and matching BEST MAN and GROOMSMAN tees for the guys standing beside him.

Because owning your feelings is what makes a man strong enough to keep his promises.

The Perfect Gift for the Groom Who Keeps It Together

The moment he sees her walk down the aisle and forgets every line he rehearsed — that's the moment this shirt was made for.

It's right for the groom who's been counting down the days and the groom who just found out what a charger plate is — perfect for a bachelor party, the wedding-morning getting-ready, the rehearsal dinner, or an engagement gift from the bride.

Why You'll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that makes his role official, and pairs perfectly with the matching BRIDE, BEST MAN, and GROOMSMAN tees.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the man at the end of the aisle needs support too.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“He’s been told where to stand, what to wear, and which cousin not to seat near which uncle — and he’s smiling through all of it.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the groom smiling through every instruction he’s given.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Qu Rahn gives him the last word: a red Emotional Support Groom badge for the man who’s mostly here to say “I do” and mean it.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): the groom finally getting the last word.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the groom-to-be who handles every detail he’s handed and keeps his eyes on the person at the end of the aisle.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the grooms with their eyes on the aisle.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Steady hands. Full heart.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — calm on the outside, love on the inside.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Most of the wedding spotlight goes to the dress, the flowers, and the first look, and the groom quietly learns to nod along. But the man waiting at the end of the aisle is carrying just as much love and just as many nerves as anyone in the room. Owning that, with a sense of humor, is the first promise of a good marriage.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the groom’s hidden nerves and love, owned with humor.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and GROOM stamped along the bottom. It’s the shirt that gets a laugh at the bachelor party and the rehearsal dinner — and matching BEST MAN and GROOMSMAN tees for the guys standing beside him.”

Steak (the fact): badge graphic + GROOM lettering, printed front.

Sizzle (what we sell): a bachelor-party laugh — and the matching BEST MAN/GROOMSMAN sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because owning your feelings is what makes a man strong enough to keep his promises.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Own Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment he sees her walk down the aisle and forgets every line he rehearsed — that’s the moment this shirt was made for. It’s right for the groom who’s been counting down the days and the groom who just found out what a charger plate is — perfect for a bachelor party, the wedding-morning getting-ready, the rehearsal dinner, or an engagement gift from the bride.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): the moment he forgets every rehearsed line.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Richard

Product #00000000070 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac54b1bd15a1e0f90070d60>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000070.1 Richard.png · the version printed on white shirts

SEO & Metadata

Printify Title: Richard

URL Slug: richard

Meta Description: Emotional Support Best Man tee — a funny red badge gift for the groom's right-hand man and bachelor party MVP, on Gildan 5000 cotton. S-5XL.

Image Alt Text: Red-and-white Emotional Support Best Man badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support best man shirt · best man gift · best man proposal gift · funny best man t-shirt · bachelor party best man tee · best man thank you gift from groom · brother best man shirt · best friend wedding gift for him · groom squad matching tees · will you be my best man · best man humor tee · gildan 5000 best man shirt · leoscarioleo best man shirt

Field 1 — Short Description (Next to the Photo)

He planned the bachelor party, kept the rings safe, and rewrote the toast four times so it's funny without getting him in trouble.

Richard makes the job official: a red Emotional Support Best Man badge for the guy who keeps the groom calm and on time.

For the best man who's been the groom's wingman since long before anyone was talking about a wedding.

Rings safe. Toast ready.

Field 2 — Long Description (Description Tab)

The best man gets one speech in the spotlight and a long list of jobs nobody ever sees.

Under the jokes, he’s the one making sure the groom actually gets to the altar in one piece.

Being that reliable for someone you love is a kind of strength you build on purpose.

A Badge for the Groom’s Right-Hand Man

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and BEST MAN stamped along the bottom.

It’s the shirt that steals the first laugh at the bachelor party — and gets the groom asking for his own matching GROOM tee.

Because the strongest friendships are built one show-up at a time.

The Perfect Gift for the Guy Who Has the Groom’s Back

The moment he pats his jacket pocket for the tenth time to make sure the rings are still there — that’s the moment this shirt was made for.

It’s right for the childhood best friend and the brother who got the title — perfect for a best man proposal, the bachelor party, the wedding-morning getting-ready, or a thank-you gift from the groom.

Why You’ll Love It

- Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- Statement Piece — A badge-style graphic that makes his role official, and pairs perfectly with the matching GROOM and GROOMSMAN tees.
- Gift-Ready — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- Inclusive Sizing — Everybody can wear the mission — available S through 5XL.
- LeoScorpioLeo Design — Original artwork built on one truth: the man who carries the rings and the groom deserves his own badge.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
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Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“He planned the bachelor party, kept the rings safe, and rewrote the toast four times so it’s funny without getting him in trouble.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the best man who handled the party, the rings, and the toast.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Richard makes the job official: a red Emotional Support Best Man badge for the guy who keeps the groom calm and on time.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for the groom’s steady wingman.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the best man who’s been the groom’s wingman since long before anyone was talking about a wedding.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the lifelong wingmen.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Rings safe. Toast ready.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — he's got everything handled.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"The best man gets one speech in the spotlight and a long list of jobs nobody ever sees. Under the jokes, he's the one making sure the groom actually gets to the altar in one piece. Being that reliable for someone you love is a kind of strength you build on purpose."

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the hidden reliability behind the best man's jokes.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and BEST MAN stamped along the bottom. It's the shirt that steals the first laugh at the bachelor party — and gets the groom asking for his own matching GROOM tee."

Steak (the fact): badge graphic + BEST MAN lettering, printed front.

Sizzle (what we sell): a bachelor-party laugh — and the matching GROOM sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because the strongest friendships are built one show-up at a time."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Reinforce Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment he pats his jacket pocket for the tenth time to make sure the rings are still there — that's the moment this shirt was made for. It's right for the childhood best friend and the brother who got the title — perfect for a best man proposal, the bachelor party, the wedding-morning getting-ready, or a thank-you gift from the groom."

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): the tenth pocket-pat to check the rings.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag.

Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Silver

Product #00000000071 — Full Listing Report

Category: Emotional Support

Printify Listing: <https://printify.com/app/product-details/6ac656d28f52870dc506b339>

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000071.1 Silver.png · the version printed on white shirts

SEO & Metadata

Printify Title: Silver

URL Slug: silver

Meta Description: Emotional Support Groomsman tee — a funny red badge shirt for bachelor parties and groom squad photos, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Groomsman badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support groomsman shirt · funny groomsman t-shirt · groomsman proposal gift · bachelor party groomsman tee · groomsman gift from groom · groom squad shirt · groomsman thank you gift · will you be my groomsman · wedding party shirts for guys · bachelor weekend group tee · groomsman humor tee · gildan 5000 groomsman shirt · leoscorpioleo groomsman shirt

Field 1 — Short Description (Next to the Photo)

You showed up for the suit fitting, the bachelor party, and the 7 a.m. photos — and you'll be on the dance floor until the DJ shuts it down.

Silver makes it official: a red Emotional Support Groomsman badge for the guys who stand behind the groom when it counts.

For the groomsman who's equal parts hype man, problem-solver, and the reason the groom actually relaxes.

Here for him. Here for the party.

Field 2 — Long Description (Description Tab)

A groomsman has a reputation for showing up late and leaving loud, and the photos usually back that up.

But the guys lined up beside the groom are the friends who've been there through every chapter that led to this one.

Standing up for someone on his biggest day is pure joy you get to share, and it's worth celebrating out loud.

A Badge for the Guys Standing Behind the Groom

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and GROOMSMAN stamped along the bottom.

It's the shirt that makes the whole groom-squad photo — and gets the groom and best man asking for their matching GROOM and BEST MAN tees.

Because the best celebrations are the ones you build with your people.

The Perfect Gift for the Crew That Has His Back

The moment a groomsman straightens his tie, trades one last joke with the guys, and walks out beside the groom — that's the moment this shirt was made for.

It's right for the college roommate who hasn't missed a reunion and the future brother-in-law joining the family — perfect for a groomsman proposal box, the bachelor party, the getting-ready morning, or a thank-you gift from the groom.

Why You'll Love It

- **Comfort First** — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.
- **Built to Last** — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.
- **Classic Fit** — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.
- **Statement Piece** — A badge-style graphic that makes his role official, and pairs perfectly with the matching GROOM and BEST MAN tees.
- **Gift-Ready** — Right for birthdays, milestones, graduations, or any day that calls for a reminder of who someone truly is.
- **Inclusive Sizing** — Everybody can wear the mission — available S through 5XL.
- **LeoScorpioLeo Design** — Original artwork built on one truth: the friends who stand behind the groom deserve a badge of their own.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per SOP Rule 2.6a)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 3.4.

Short — S1 The Scene

“You showed up for the suit fitting, the bachelor party, and the 7 a.m. photos — and you’ll be on the dance floor until the DJ shuts it down.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the groomsman who shows up for everything and dances until close.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

“Silver makes it official: a red Emotional Support Groomsman badge for the guys who stand behind the groom when it counts.”

Steak (the fact): a badge-style graphic on cotton.

Sizzle (what we sell): an official title for the guys behind the groom.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

“For the groomsman who’s equal parts hype man, problem-solver, and the reason the groom actually relaxes.”

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the hype-man, problem-solver crew.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

“Here for him. Here for the party.”

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — loyal to him, ready for the party.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“A groomsman has a reputation for showing up late and leaving loud, and the photos usually back that up. But the guys lined up beside the groom are the friends who’ve been there through every chapter that led to this one. Standing up for someone on his biggest day is pure joy you get to share, and it’s worth celebrating out loud.”

Steak (the fact): a graphic t-shirt.

Sizzle (what we sell): the friends from every chapter, celebrated out loud.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and GROOMSMAN stamped along the bottom. It’s the shirt that makes the whole groom-squad photo — and gets the groom and best man asking for their matching GROOM and BEST MAN tees.”

Steak (the fact): badge graphic + GROOMSMAN lettering, printed front.

Sizzle (what we sell): the groom-squad photo — and the matching GROOM/BEST MAN sale.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Because the best celebrations are the ones you build with your people.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment a groomsman straightens his tie, trades one last joke with the guys, and walks out beside the groom — that’s the moment this shirt was made for. It’s right for the college roommate who hasn’t missed a reunion and the future brother-in-law joining the family — perfect for a groomsman proposal box, the bachelor party, the getting-ready morning, or a thank-you gift from the groom.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): the walk-out together, ties straightened, one last joke.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

“(the seven fixed benefit/feature bullets, standardized every shirt)”

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Renata

Product #00000000252 — Full Listing Report

Category: Joy, Quaint Reality

Printify Listing: <https://printify.com/app/product-details/6a493b063dee88a21c0d10b3>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000252.1 Renata.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Renata

URL Slug: renata

Meta Description: Renata Tee — a working QR fortune-teller shirt, scan-to-play gypsy portrait design. Unisex, S–5XL.

Image Alt Text: Pink t-shirt with a small crystal-ball 'Madame Renata' icon on the left chest and a large ornate purple-and-gold tarot-poster print on the back featuring a scannable QR code

Thirteen Tags:

QR code shirt · fortune teller t-shirt · gypsy tarot tee · scan me shirt · interactive novelty tee · party icebreaker shirt · Madame Renata design · tarot poster graphic tee · conversation starter shirt · gag gift t-shirt · quaint reality collection · LeoScorpioLeo novelty tee · unisex fortune shirt

Field 1 — Short Description (Next to the Photo)

The room goes quiet and nobody wants to be the one who starts talking.

Renata doesn't wait for you — scan the code hidden in her portrait and she starts the conversation herself.

For the friend who's never met an icebreaker they didn't love, or a party they didn't own. Ask her anything. She's already answering.

Field 2 — Long Description (Description Tab)

Every party has the same dead five minutes — the one where everyone's just standing there, waiting for someone else to start talking. Renata isn't a t-shirt with a gimmick bolted on; she's a working fortune teller, and she starts before you do. That's Look Good. Feel Good. Do Good. — Renata just does the 'feel good' part out loud.

A Fortune Teller You Can Actually Scan

A miniature crystal-ball portrait marks the left chest as Madame Renata's calling card; flip to the back and the full tarot-poster artwork takes over — ornate purple and gold framing around a working QR (Quick Response) code disguised as her crystal ball, styled like a vintage parlor sign, not a tech add-on.

It's the shirt that gets noticed from across the room, then gets scanned, then gets remembered.

Because sometimes the best conversation starter is the one that starts itself.

The Perfect Gift for the Person Who Lights Up Every Room

There's a specific person every friend group has — the one who turns a dead room into a party just by walking in — and that's who Renata is for. She's for the friend who reads tarot for fun, the person who's never met an icebreaker they didn't love, and anyone who'd rather be remembered than blend in. Parties, gag gifts, or the shirt that makes you the most interesting person at the gathering.

Why You'll Love It

Comfort First — Feels substantial from the first wear — 5.3 oz. preshrunk cotton, classic weight that holds up to everyday life.

Built to Last — Holds its shape and stays sharp through every wash, thanks to double-needle stitching on the collar, sleeves, and hem.

Classic Fit — Flatters every frame — a relaxed, true-to-size unisex silhouette that layers cleanly under anything.

Statement Piece — An actual working QR (Quick Response) code, disguised as fortune-teller art — scan it, and the shirt starts the conversation before you do.

Gift-Ready — Right for parties, gag gifts, or any gathering that needs an icebreaker with real personality.

Inclusive Sizing — Everybody can wear the fortune — available S through 5XL.

LeoScorpioLeo Design — Original QR-portrait artwork, part of the LeoScorpioLeo Quaint Reality collection.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized)

Size Chart (Gildan 5000 — inches, garment laid flat)

	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length (from center back), in	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd,
jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.

Short — S1 The Scene

"The room goes quiet and nobody wants to be the one who starts talking."

Steak (the fact): a novelty graphic t-shirt.

Sizzle (what we sell): the awkward silence everyone recognizes.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Renata doesn't wait for you — scan the code hidden in her portrait and she starts the conversation herself."

Steak (the fact): a working QR code built into the art.

Sizzle (what we sell): the shirt as an active icebreaker, not a passive graphic.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the friend who's never met an icebreaker they didn't love, or a party they didn't own."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to the people who own every room they walk into.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Ask her anything. She's already answering."

Steak (the fact): "Add to cart."

Sizzle (what we sell): playful certainty — the shirt is already doing its job.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

"Every party has the same dead five minutes — the one where everyone's just standing there, waiting for someone else to start talking. Renata isn't a t-shirt with a gimmick bolted on; she's a working fortune teller, and she starts before you do. That's Look Good. Feel Good. Do Good. — Renata just does the 'feel good' part out loud."

Steak (the fact): a printed graphic tee with a QR code.

Sizzle (what we sell): the dread of dead air in a room — solved before it starts.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

"A miniature crystal-ball portrait marks the left chest as Madame Renata's calling card; flip to the back and the full tarot-poster artwork takes over — ornate purple and gold framing around a working QR (Quick Response) code disguised as her crystal ball, styled like a vintage parlor sign, not a tech add-on. It's the shirt that gets noticed from across the room, then gets scanned, then gets remembered."

Steak (the fact): front pocket icon + back poster print; functional QR code.

Sizzle (what we sell): the Purple Cow — a shirt that's genuinely interactive, not just loud.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

"Because sometimes the best conversation starter is the one that starts itself."

Steak (the fact): (none, by design).

Sizzle (what we sell): joy, engineered on purpose — not left to chance.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"There's a specific person every friend group has — the one who turns a dead room into a party just by walking in — and that's who Renata is for. She's for the friend who reads tarot for fun, the person who's never met an icebreaker they didn't love, and anyone who'd rather be remembered than blend in. Parties, gag gifts, or the shirt that makes you the most interesting person at the gathering."

Steak (the fact): a giftable, party-ready novelty shirt.

Sizzle (what we sell): recognizing the friend who lights up every room.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

"(the seven fixed benefit/feature bullets, standardized every shirt)"

Steak (the fact): cotton, stitching, fit, sizing, and artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, and a shirt that actually does something.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

"5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes."

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

"Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!"

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined, and a nudge to carry it forward.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

Selah

Product #00000000253 — Full Listing Report

Category: Joy

Printify Listing: not yet linked — Printify product ID pending in inventory

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000253.2 Selah.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Selah

URL Slug: selah

Meta Description: Peace Sista Buddha t-shirt for the woman who keeps everyone calm on purpose. Soft, durable unisex tee, S-5XL.

Image Alt Text: an illustrated Buddha figure in warm, sun-washed tones, holding up a two-finger peace sign and the arced text "Peace Sista" (repeated per garment color — set on each of the 12 uploaded variant images, e.g. "Black Gildan 5000 t-shirt printed with an illustrated Buddha figure in warm, sun-washed tones, holding up a two-finger peace sign and the arced text "Peace Sista".")

Thirteen Tags:

peace sista shirt • buddha peace sign shirt • funny buddha shirt • spiritual streetwear for women • peace sign t-shirt • meditation humor shirt • calm woman shirt • buddha meme shirt • create joy shirt • leoscorpioleo shirt • gift for calm friend • peacekeeper shirt • mindfulness t-shirt

Field 1 — Short Description (Next to the Photo)

You're the friend who can defuse any group chat meltdown with one calm text and a perfectly timed peace-sign selfie.

Peace Sista says it before you have to: she's the reason the room settles down.

For the woman who leads with calm and never lets anyone forget it's a choice, not a personality flaw.

Steady hands. Peace sign up. That's her.

Field 2 — Long Description (Description Tab)

Everyone assumes calm people were just born that way — like peace is a personality trait instead of a decision made fresh every single day. Here's the real story: the most peaceful people you know are choosing it on purpose, over and over, and that choice deserves to be worn, not hidden. This shirt Creates Joy the quiet way — one peace sign at a time.

Serenity, Illustrated

A warm, hand-illustrated Buddha throws up a two-finger peace sign in soft vintage tones, “Peace Sista” arcing overhead like it's been said a thousand times and still means it. It's the shirt that gets a knowing smile from anyone who's ever had to talk themselves down from the edge and made it look easy.

Peace isn't the absence of chaos — it's choosing joy in the middle of it.

For the Sista Who Keeps Everyone Calm

The moment you need a gift for the friend who talks you off every ledge and still shows up smiling — that's the moment Peace Sista earns her spot. She's the therapist-adjacent bestie who somehow always has the right words, and the mom who makes chaos look like a Tuesday. Birthdays, Mother's Day, or the “thank you for being my person” gift.

Why You'll Love It

- Comfort First — Soft, breathable, medium-weight 100% cotton that feels as calm as she is, all day long.
- Built to Last — Ribbed collar and reinforced seams keep this shirt centered through every wash, no matter how loud life gets.
- Classic Fit — A relaxed, true-to-size unisex cut that layers easily and never demands attention it hasn't earned.
- Statement Piece — Peace Sista doesn't shout — it just quietly reminds everyone who's really in control.
- Gift-Ready — Right for the woman who keeps everyone else steady — birthdays, Mother's Day, or the just-because she deserves.
- Inclusive Sizing — Every kind of peace-keeper gets one — available S through 5XL.
- LeoScorpioLeo Design — Original artwork rooted in our mission to Create Joy, one calm breath at a time.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per Rule 2.6a, not as Description text)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0

length (from center back), in								
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

GPSR (General Product Safety Regulation) Information

EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.4/2.5.

Short — S1 The Scene

"You're the friend who can defuse any group chat meltdown with one calm text and a perfectly timed peace-sign selfie."

Steak (the fact): a Buddha graphic tee.

Sizzle (what we sell): the familiar role of being the one who keeps everyone else calm.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Peace Sista says it before you have to: she's the reason the room settles down."

Steak (the fact): a Buddha peace-sign graphic on cotton.

Sizzle (what we sell): the shirt naming what she already does for everyone else.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the woman who leads with calm and never lets anyone forget it's a choice, not a personality flaw."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to women who choose calm on purpose.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Steady hands. Peace sign up. That's her."

Steak (the fact): Add to cart.

Sizzle (what we sell): the identity claim, delivered as a two-beat punch.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Everyone assumes calm people were just born that way — like peace is a personality trait instead of a decision made fresh every single day. Here's the real story: the most peaceful people you know are choosing it on purpose, over and over, and that choice deserves to be worn, not hidden. This shirt Creates Joy the quiet way — one peace sign at a time.”

Steak (the fact): a Buddha peace-sign graphic shirt.

Sizzle (what we sell): the myth that calm people were just born that way, answered by the truth that peace is a daily choice.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A warm, hand-illustrated Buddha throws up a two-finger peace sign in soft vintage tones, “Peace Sista” arcing overhead like it's been said a thousand times and still means it. It's the shirt that gets a knowing smile from anyone who's ever had to talk themselves down from the edge and made it look easy.”

Steak (the fact): Buddha illustration + peace sign + arced wordmark.

Sizzle (what we sell): the knowing smile from anyone who's ever talked themselves down and made it look easy.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Peace isn't the absence of chaos — it's choosing joy in the middle of it.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment you need a gift for the friend who talks you off every ledge and still shows up smiling — that's the moment Peace Sista earns her spot. She's the therapist-adjacent bestie who somehow always has the right words, and the mom who makes chaos look like a Tuesday. Birthdays, Mother's Day, or the “thank you for being my person” gift.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the friend who keeps everyone else steady.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

(the seven fixed benefit/feature bullets, standardized every shirt)

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb

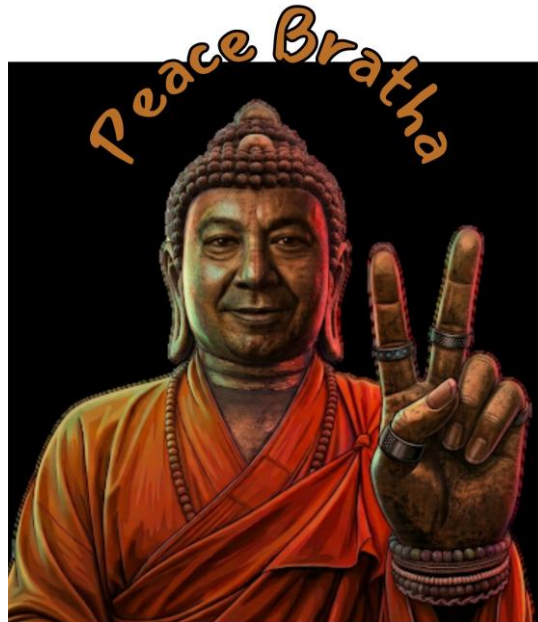
Theodore

Product #00000000254 — Full Listing Report

Category: Joy

Printify Listing: not yet linked — Printify product ID pending in inventory

Prepared per Official LSL Shirt Listing SOP, Version 8.2 — The Unified Standard



Design: 00000000254.2 Theodore.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Theodore

URL Slug: theodore

Meta Description: Peace Bratha Buddha t-shirt for the guy who's the calm in every room. Soft, durable unisex tee, S–5XL.

Image Alt Text: an illustrated Buddha figure in warm, sun-washed tones, holding up a two-finger peace sign and the arced text “Peace Bratha” (repeated per garment color — set on each of the 12 uploaded variant images, e.g. “Black Gildan 5000 t-shirt printed with an illustrated Buddha figure in warm, sun-washed tones, holding up a two-finger peace sign and the arced text “Peace Bratha”.”)

Thirteen Tags:

peace bratha shirt • buddha peace sign shirt for men • funny buddha shirt • spiritual streetwear for men • peace sign t-shirt for men • meditation humor shirt • calm guy shirt • buddha meme shirt • create joy shirt • leoscorpileo shirt • gift for calm friend • peacekeeper shirt for men • mindfulness t-shirt for men

Field 1 — Short Description (Next to the Photo)

You're the guy who shows up late to the drama and somehow leaves everyone calmer than he found them.

Peace Bratha says it plainly: he didn't earn the nickname by accident.

For the brother who's the calm in every group chat, every family dinner, every parking lot argument — on purpose, every time.

Steady hands. Peace sign up. That's him.

Field 2 — Long Description (Description Tab)

Everybody assumes the calm guy in the group just got lucky with his temperament — like peace is something you're handed instead of something you build. Here's the real version: the steadiest guys you know are choosing it, deliberately, even when it would be easier not to. This shirt Creates Joy the quiet way — proof that peace looks good on him.

The Buddha Who Keeps the Peace

A hand-illustrated Buddha in warm, sun-washed tones throws up the peace sign, “Peace Bratha” arcing overhead in bold script that means exactly what it says. It's the shirt that makes the room laugh first, then nod, because everyone already knows exactly who this describes.

Peace isn't soft — it's the strongest move in the room.

For the Bratha Who Keeps It Together

The moment you're shopping for the guy who somehow ends every argument with a joke and a peace sign — that's exactly when Peace Bratha earns the cart. He's the friend who talks everyone off the ledge, and the dad whose “calm voice” actually works. Birthdays, Father's Day, or the “thanks for always being the steady one” gift.

Why You'll Love It

- Comfort First — Medium-weight 100% cotton that feels as easygoing as he is, wear after wear.
- Built to Last — Ribbed collar and taped shoulders keep this shirt holding steady through every wash, same as him.
- Classic Fit — A relaxed, true-to-size unisex cut, comfortable enough to defuse any situation in.
- Statement Piece — Peace Bratha doesn't need to raise his voice — the shirt already said it for him.
- Gift-Ready — Perfect for the brother who keeps everyone else calm — birthdays, Father's Day, or just because he earned it.
- Inclusive Sizing — Every kind of peacekeeper gets one — available S through 5XL.
- LeoScorpioLeo Design — Original artwork rooted in our mission to Create Joy, one steady breath at a time.

Tee Details

5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8" rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.

Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!

Field 3 — Details Tab (Standardized — lives on the WooCommerce listing as real product attributes, per Rule 2.6a, not as Description text)

Size Chart (Gildan 5000 — inches, garment laid flat)

Size	S	M	L	XL	2XL	3XL	4XL	5XL
Width, in	18.0	20.0	22.0	24.0	26.0	28.0	30.0	32.0
Length, in	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0
Sleeve length	15.1	16.5	18.0	19.5	21.0	22.4	23.7	25.0

(from center back), in								
Size tolerance, in	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5

Care Instructions

Machine wash warm (max 40°C / 105°F), inside out, with like colors. Do not bleach. Tumble dry low heat. Do not iron directly on the decoration. Do not dry clean.

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EU (European Union) Representative: LeoScorpioLeo, Ltd, jameshanyusmith@leoscorpioleo.com. Product Information: Gildan 5000, 2-year warranty in the EU and Northern Ireland as per Directive 1999/44/EC. Warnings/Hazard: For adults. Made in Nicaragua. Care: Machine wash cold (max 30°C / 90°F). Non-chlorine bleach as needed. Tumble dry low heat. Do not iron. Do not dry clean.

Justification Report (Internal — Lord James's Eyes Only)

Each part quoted, with its steak/sizzle split and the fixed strategist voices behind it, per SOP Section 2.4/2.5.

Short — S1 The Scene

"You're the guy who shows up late to the drama and somehow leaves everyone calmer than he found them."

Steak (the fact): a Buddha graphic tee.

Sizzle (what we sell): the familiar role of being the one who calms every room.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Peace Bratha says it plainly: he didn't earn the nickname by accident."

Steak (the fact): a Buddha peace-sign graphic on cotton.

Sizzle (what we sell): the shirt naming what he already does for everyone else.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the brother who's the calm in every group chat, every family dinner, every parking lot argument — on purpose, every time."

Steak (the fact): a unisex tee, S–5XL.

Sizzle (what we sell): belonging to brothers who choose calm on purpose.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Steady hands. Peace sign up. That's him."

Steak (the fact): Add to cart.

Sizzle (what we sell): the identity claim, delivered as a two-beat punch.

Voice: Alex Hormozi + Tony Robbins + Simon Sinek/Squibb + Stephen R. Covey

Long — Part A The Hook

“Everybody assumes the calm guy in the group just got lucky with his temperament — like peace is something you're handed instead of something you build. Here's the real version: the steadiest guys you know are choosing it, deliberately, even when it would be easier not to. This shirt Creates Joy the quiet way — proof that peace looks good on him.”

Steak (the fact): a Buddha peace-sign graphic shirt.

Sizzle (what we sell): the myth that calm guys just got lucky, answered by the truth that peace is something he built.

Voice: Steven Bartlett + Joanna Wiebe + Seth Godin + Codie Sanchez + Tom Bilyeu + Simon Sinek

Long — Part B The Design

“A hand-illustrated Buddha in warm, sun-washed tones throws up the peace sign, “Peace Bratha” arcing overhead in bold script that means exactly what it says. It's the shirt that makes the room laugh first, then nod, because everyone already knows exactly who this describes.”

Steak (the fact): Buddha illustration + peace sign + arced wordmark.

Sizzle (what we sell): the laugh, then the nod, because everyone already knows exactly who this describes.

Voice: Steve Jobs + Matthew Encina + Juna Duncan + Sharran Srivatsaa + Seth Godin + Daniel Priestley

Long — Part C Echo

“Peace isn't soft — it's the strongest move in the room.”

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Create Joy.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

“The moment you're shopping for the guy who somehow ends every argument with a joke and a peace sign — that's exactly when Peace Bratha earns the cart. He's the friend who talks everyone off the ledge, and the dad whose “calm voice” actually works. Birthdays, Father's Day, or the “thanks for always being the steady one” gift.”

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): recognizing the brother who keeps it together.

Voice: Moment Specificity (this SOP) + Gary Vaynerchuk + Umerez/Moore + Alex Hormozi

Long — Part E Bullets

(the seven fixed benefit/feature bullets, standardized every shirt)

Steak (the fact): cotton, stitching, fit, sizing, artwork.

Sizzle (what we sell): comfort, durability, a flattering fit, a mission everybody can wear.

Voice: Christina Umerez + Joanna Wiebe + Meg Heckman/Matt Gray

Long — Part F Tee Details

“5.3 oz. preshrunk 100% cotton (20 singles) — substantial, classic-weight, never flimsy. Classic fit, seamless tubular body. Seamless double-needle 7/8” rib collar. Taped neck and shoulders. Double-needle sleeve and bottom hems. Quarter-turned to eliminate the center crease. Tear-away label — no itchy tag. Fiber content varies by color (solid colors 100% cotton; sport gray 90/10; safety and heather colors 50/50). All OEKO-TEX certified low-impact dyes.”

Steak (the fact): the full construction spec, one paragraph.

Sizzle (what we sell): quiet proof the promises are real.

Voice: Codie Sanchez + Tim Ferriss

Long — Part G Sign-Off

“Designed by LeoScorpioLeo — Look Good. Feel Good. Do Good. Pass it on!”

Steak (the fact): (none — ends on meaning).

Sizzle (what we sell): the mission the buyer just joined.

Voice: Signature Anchor (this SOP) + Simon Sinek/Tom Bilyeu/Simon Squibb