

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