# Etsuko

Product #00000000109 — Full Listing Report

Category: Live a Little More, Sunflower

Printify Listing: (link added after the store step)

Prepared per Official LSL Shirt Listing SOP, Version 8.5 — The Unified Standard




*Design: 00000000109.1 Etsuko.svg · the version printed on white shirts*

## SEO & Metadata

Printify Title: Etsuko

URL Slug: etsuko

Meta Description: Be the Answer You've Been Looking For sunflower tee — a self-starter's shirt for doers, new leaders and problem solvers, on Gildan 5000. S–5XL.

Image Alt Text: Golden half-sunflower over BE THE ANSWER YOU'VE BEEN LOOKING FOR lettering in sunflower yellow on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

be the answer shirt • answer youve been looking for tee • self reliance t-shirt • problem solver gift • take initiative shirt • be the change sunflower tee • proactive mindset top • new team lead gift • stop waiting start doing tee • own your life shirt • self starter sunflower gift • gildan 5000 be the answer shirt • leoscorpioleo be the answer shirt

## Field 1 — Short Description (Next to the Photo)

You've asked the group chat, scrolled the advice, and waited for someone to show up with the fix.

Etsuko answers with a golden sunflower and the twist nobody expects: Be the answer you've been looking for.

For the doer who's tired of waiting on a rescue and ready to become the solution themselves.

Stop searching. Start being.

## Field 2 — Long Description (Description Tab)

Most of us spend a lot of time waiting for the right mentor, the right opening, the right person to fix it.

Sometimes they come.

But more often, the person you've been looking for is the one in the mirror, ready the moment you decide to move.

### A Sunflower That Brings Its Own Light

A half-bloom sunflower in warm golden yellow opens over a deep brown center, with BE THE ANSWER lettered in tall bold sunflower-yellow capitals and YOU'VE BEEN LOOKING FOR on the line beneath it.

It's the shirt for the one who rolls up their sleeves instead of waiting — and with thirty-two affirmations in the Sunflower series, every kind of doer can find their own.

*Because the answer shows up the moment you stop searching and start becoming it.*

### The Perfect Gift for the Doer

The moment your friend stops waiting for someone to hire them and builds their own role, starts the club nobody else would start, or fixes the thing everyone else just complained about — that's the moment this shirt was made for.

It's right for the new team lead, the volunteer who always steps up, and the student who taught themselves what the class didn't — perfect for a promotion gift, a volunteer thank-you, a self-starter's birthday, or a pick-me-up for the friend who's tired of waiting.

### 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 golden sunflower and a self-starter's affirmation that turns waiting into doing, and it pairs perfectly with the other thirty-one designs in the Sunflower series.
- 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 person you've been waiting for has been you all along.

### 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 asked the group chat, scrolled the advice, and waited for someone to show up with the fix."

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

Sizzle (what we sell): the end of waiting for someone else to show up with the fix.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

### Short — S2 The Reply
"Etsuko answers with a golden sunflower and the twist nobody expects: Be the answer you've been looking for."

Steak (the fact): the printed design on cotton.

Sizzle (what we sell): the twist — you are the answer — worn out loud.

Voice: Seth Godin + Chris Do + Simon Squibb

### Short — S3 The Buyer
"For the doer who's tired of waiting on a rescue and ready to become the solution themselves."

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

Sizzle (what we sell): belonging to the doers who become the solution.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

### Short — S4 The Close
"Stop searching. Start being."

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — stop searching, start being.

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

### Long — Part A The Hook

"Most of us spend a lot of time waiting for the right mentor, the right opening, the right person to fix it. Sometimes they come. But more often, the person you've been looking for is the one in the mirror, ready the moment you decide to move."

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

Sizzle (what we sell): the person in the mirror as the one you've been looking for.

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

### Long — Part B The Design

"A half-bloom sunflower in warm golden yellow opens over a deep brown center, with BE THE ANSWER lettered in tall bold sunflower-yellow capitals and YOU'VE BEEN LOOKING FOR on the line beneath it. It's the shirt for the one who rolls up their sleeves instead of waiting — and with thirty-two affirmations in the Sunflower series, every kind of doer can find their own."

Steak (the fact): half-sunflower + BE THE ANSWER YOU'VE BEEN LOOKING FOR lettering, printed front.

Sizzle (what we sell): the sleeves-rolled-up doer — and a design for every kind of doer.

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

### Long — Part C Echo

"Because the answer shows up the moment you stop searching and start becoming it."

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 your friend stops waiting for someone to hire them and builds their own role, starts the club nobody else would start, or fixes the thing everyone else just complained about — that's the moment this shirt was made for. It's right for the new team lead, the volunteer who always steps up, and the student who taught themselves what the class didn't — perfect for a promotion gift, a volunteer thank-you, a self-starter's birthday, or a pick-me-up for the friend who's tired of waiting."

Steak (the fact): a giftable, values-driven shirt.

Sizzle (what we sell): the role built, the club started, the thing finally fixed.

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