

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