

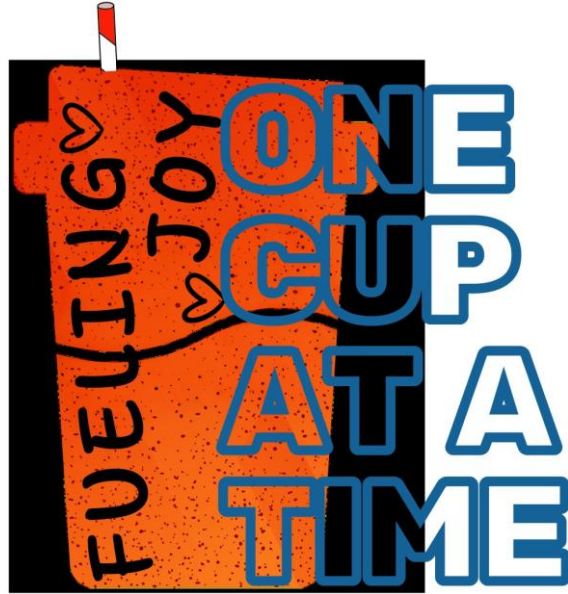
Penny

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@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

“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