

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