

# Quincy

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Product #00000000017 — Full Listing Report

Category: Live a Little More

Printify Listing: <https://printify.com/app/product-details/6a493107eb9cf3871d052872>

Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard

## YOU'RE DOING BETTER THAN YOU THINK

*Design: 00000000017.2 Quincy.svg · the version printed on white shirts*

### SEO & Metadata

Printify Title: Quincy

URL Slug: quincy

Meta Description: Quincy Tee — You're Doing Better Than You Think, reassurance statement tee. Unisex, S-5XL.

Image Alt Text: Blue t-shirt with solid lettering reading You're Doing Better Than You Think across the chest

Thirteen Tags:

you're doing better than you think shirt · self reassurance tee · mental health graphic tee · encouragement statement shirt · hard week t-shirt · self compassion tee · milestone gift shirt · daily reminder t-shirt · reinforce yourself graphic tee · LeoScorpioLeo Live a Little More · self belief shirt · validation tee · supportive gift shirt

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

You did the math on today and came up short, again.

Quincy runs the numbers differently — not by what's left undone, but by what you actually carried.

For the person who's their own harshest judge and never applies for the job.

You're doing better than you think. Actually.

### Field 2 — Long Description (Description Tab)

Everyone's keeping a private scoreboard of everything they didn't get to today. Quincy throws the scoreboard out and states the actual count: you're doing better than you think. That's Reinforce Yourself — the belief you keep about yourself is a decision, not a verdict.

### The Reassurance, Spelled Out

Clean, confident lettering states YOU'RE DOING BETTER THAN YOU THINK in two solid lines, no qualifiers, no soft edges — the kind of reminder someone needs to actually see, not just hear.

It's the shirt that catches someone mid-spiral and hands them a different number.

Because the story you reinforce about yourself is the one that sticks.

### The Perfect Gift for Someone Being Too Hard on Themselves

There's a specific late-night spiral this shirt is built for — the one where someone's replaying everything they got wrong. Quincy is for the friend running on empty and still showing up, the person who never gives themselves credit, and anyone who needs the math redone in their favor. Birthdays, hard weeks, or any day someone needs the reminder in writing.

### 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: a plainly stated reassurance built to be seen on a hard day.

Gift-Ready — Right for birthdays, hard weeks, or any day someone needs the reminder in writing.

Inclusive Sizing — Everybody can wear the reassurance — available S through 5XL.

LeoScorpioLeo Design — Original lettering artwork, part of 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 did the math on today and came up short, again."

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

"Quincy runs the numbers differently — not by what's left undone, but by what you actually carried."

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 their own harshest judge and never applies for the job."

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

"You're doing better than you think. Actually."

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 keeping a private scoreboard of everything they didn't get to today. Quincy throws the scoreboard out and states the actual count: you're doing better than you think. That's Reinforce Yourself — the belief you keep about yourself is a decision, not a verdict."

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

"Clean, confident lettering states YOU'RE DOING BETTER THAN YOU THINK in two solid lines, no qualifiers, no soft edges — the kind of reminder someone needs to actually see, not just hear. It's the shirt that catches someone mid-spiral and hands them a different number."

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 story you reinforce about yourself is the one that sticks."

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 late-night spiral this shirt is built for — the one where someone's replaying everything they got wrong. Quincy is for the friend running on empty and still showing up, the person who never gives themselves credit, and anyone who needs the math redone in their favor. Birthdays, hard weeks, or any day someone needs the reminder in writing."

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