Ulara

Product #00000000073 — Full Listing Report

Category: Emotional Support

Printify Listing: (link added after the store step)

Prepared per Official LSL Shirt Listing SOP, Version 8.3 — The Unified Standard



Design: 00000000073.1 Ulara.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Ulara

URL Slug: ulara

Meta Description: Emotional Support Counselor tee — a funny red badge shirt for school counselors and therapists, on Gildan 5000 cotton. S–5XL.

Image Alt Text: Red-and-white Emotional Support Counselor badge graphic on [Color] Gildan 5000 crewneck tee

Thirteen Tags:

emotional support counselor shirt • funny counselor t-shirt • school counselor gift • therapist appreciation gift • counselor appreciation week shirt • mental health counselor tee • licensed counselor graduation gift • guidance counselor shirt • therapist humor tee • social worker counselor gift • new therapist gift • gildan 5000 counselor shirt • leoscorpioleo counselor shirt

Field 1 — Short Description (Next to the Photo)

You held space for six people's hardest days before lunch — and then went home and tried not to carry them all.

Ulara makes it official: a red Emotional Support Counselor badge for the one everyone else leans on.

For the counselor who listens for a living and still remembers to ask how the front desk is doing.

Steady for them. Kind to you.

Field 2 — Long Description (Description Tab)

Everyone assumes the person who helps others through the hard stuff never needs help themselves.

But counselors carry more quiet weight than almost anyone, and the best ones know when to set it down.

Owning that you're human too is what keeps the care you give honest and strong.

A Badge for the Ones Who Hold the Room Together

A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and COUNSELOR stamped along the bottom.

It's the shirt that gets a real laugh in the staff room — and has the school psychologist and social worker asking for their own.

Because the people who carry others deserve to be carried, too.

The Perfect Gift for the Listener Everyone Leans On

The moment a counselor closes the door after the last session of a heavy week and lets their shoulders drop — that's the moment this shirt was made for.

It's right for the school counselor who knows every student by name and the therapist who just opened a private practice — perfect for a counselor appreciation gift, a licensure celebration, a staff team shirt, or a thank-you from a grateful family.

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 badge-style graphic that turns the hardest kind of care into an official title, and pairs perfectly with the rest of the Emotional Support crew.
- 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 people who hold everyone else up deserve a badge of their own.

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,	28.0	29.0	30.0	31.0	32.0	33.0	34.0	35.0

in								
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 held space for six people's hardest days before lunch — and then went home and tried not to carry them all."

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

Sizzle (what we sell): the counselor who carries everyone's hardest days.

Voice: Steven Bartlett + Alex Hormozi + Joanna Wiebe

Short — S2 The Reply

"Ulara makes it official: a red Emotional Support Counselor badge for the one everyone else leans on."

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

Sizzle (what we sell): an official title for the one everyone leans on.

Voice: Seth Godin + Chris Do + Simon Squibb

Short — S3 The Buyer

"For the counselor who listens for a living and still remembers to ask how the front desk is doing."

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

Sizzle (what we sell): belonging to the listeners who still check on the front desk.

Voice: Seth Godin + Umerez/Moore + Joanna Wiebe

Short — S4 The Close

"Steady for them. Kind to you."

Steak (the fact): Add to cart.

Sizzle (what we sell): certainty — steady for others, kind to yourself.

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

Long — Part A The Hook

"Everyone assumes the person who helps others through the hard stuff never needs help themselves. But counselors carry more quiet weight than almost anyone, and the best ones know when to set it down. Owning that you're human too is what keeps the care you give honest and strong."

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

Sizzle (what we sell): permission to be human while caring for others.

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

Long — Part B The Design

"A bold red medical-style badge frames two simple figures leaning into each other over a heartbeat and a small heart, with EMOTIONAL SUPPORT arched across the top and COUNSELOR stamped along the bottom. It's the shirt that gets a real laugh in the staff room — and has the school psychologist and social worker asking for their own."

Steak (the fact): badge graphic + COUNSELOR lettering, printed front.

Sizzle (what we sell): the staff-room laugh — and the whole team wanting theirs.

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

Long — Part C Echo

"Because the people who carry others deserve to be carried, too."

Steak (the fact): (none, by design).

Sizzle (what we sell): the F.O.R.C.E. Fed thread — Reinforce Yourself.

Voice: Signature Echo (this SOP) + Simon Sinek/Squibb

Long — Part D Gift

"The moment a counselor closes the door after the last session of a heavy week and lets their shoulders drop — that's the moment this shirt was made for. It's right for the school counselor who knows every student by name and the therapist who just opened a private practice — perfect for a counselor appreciation gift, a licensure celebration, a staff team shirt, or a thank-you from a grateful family."

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

Sizzle (what we sell): the shoulders dropping after a heavy week.

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