Michael

Product #00000000013 — Full Listing Report
Category: Live a Little More
Printify Listing: https://printify.com/app/product-details/6a45802ad03e2975b4085d10
Prepared per Official LSL Shirt Listing SOP, Version 8.0 — The Unified Standard



Design: 00000000013.1 Michael.svg · the version printed on white shirts

SEO & Metadata

Printify Title: Michael
URL Slug: michael
Meta Description: Michael Tee — Mindset Over Everything, bold statement graphic tee. Unisex, S–5XL.
Image Alt Text: Black t-shirt with bold solid blue lettering reading Mindset Over Everything across the chest
Thirteen Tags:
mindset over everything shirt · self improvement t-shirt · mental toughness tee · growth mindset graphic tee · motivational statement shirt · bold lettering t-shirt · mindset quote tee · personal growth shirt · daily reminder t-shirt · resilience graphic tee · LeoScorpioLeo Live a Little More · focus mindset shirt · self talk t-shirt

Field 1 — Short Description (Next to the Photo)

Two people can have the exact same week and walk away with completely different stories. Michael puts the variable in plain sight — not the circumstances, the mindset running underneath them.
For the person who's already figured out that the story they tell themselves is the one that sticks.
Mindset over everything. Full stop.

Field 2 — Long Description (Description Tab)

Everyone's looking for the one change that fixes everything — the job, the routine, the relationship. Michael names the actual lever: none of that moves until the mindset does first. That's Focus — one clear internal decision outranking every external circumstance.

The Words, Solid

Bold, rounded letters state it plainly — MINDSET OVER EVERYTHING — no ornament, no qualifier, because the claim doesn't need decoration to land.
It's the shirt that reads like a decision already made.
Because the mind moves first, or nothing does.

The Perfect Gift for Someone Rewriting Their Own Story

There's a specific day someone stops blaming the circumstances and starts owning the lens — that's the day for Michael. He's for the friend deep in a hard rebuild, the person who reads self-improvement books cover to cover, and anyone who needs the reminder stated flat. Birthdays, fresh starts, or any Monday that needed saying out loud.

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: bold, solid, and final — a claim that doesn't hedge.
Gift-Ready — Right for birthdays, fresh starts, or any day the mindset needed to be named out loud.
Inclusive Sizing — Everybody can wear the mindset — available S through 5XL.
LeoScorpioLeo Design — Original artwork built on the LeoScorpioLeo truth: mindset over everything.

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

"Two people can have the exact same week and walk away with completely different stories."
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

"Michael puts the variable in plain sight — not the circumstances, the mindset running underneath them."
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 already figured out that the story they tell themselves is the one that sticks."
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. Full stop."
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. Michael names the actual lever: none of that moves until the mindset does first. That's Focus — one clear internal decision outranking every external circumstance."
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

"Bold, rounded letters state it plainly — MINDSET OVER EVERYTHING — no ornament, no qualifier, because the claim doesn't need decoration to land. It's the shirt that reads like a decision already made."
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, or nothing does."
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 day someone stops blaming the circumstances and starts owning the lens — that's the day for Michael. He's for the friend deep in a hard rebuild, the person who reads self-improvement books cover to cover, and anyone who needs the reminder stated flat. Birthdays, fresh starts, or any Monday that needed saying out loud."
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