ULTIMATE PERSONAL BRAND FLYWHEEL · EDITION 01

The $100 Shirt Comes With the Game.

Inspired by Nipsey's Marathon — every shirt is a key. The buyer doesn't just get cotton. They get the whole playbook: the flywheel, the AI stack, the lead-magnet engine, the brand math, and 30 print-on-demand scripts ready to film.

Author: Peter Anderson **Edition:** 01 · 2026 **Bundle:** 6 documents

Print: Letter · Browser-friendly

This is the master index. Every shirt sold ships with access to the six documents below. They stack: read them in order to build the flywheel, or jump to the one you need today. Every doc is shareable HTML — open in any browser, print to paper, or paste straight into Google Docs.

What's in the Bundle

01

The Flywheel Master Plan

The Nipsey-inspired strategy. Why $100 shirts beat $20 shirts when they carry education. How the five spokes — product, education, brand, monetization, community — feed each other.

OPEN THE PLAN →

02

The Free Demand Product Playbook

How to build lead-magnet freebies that feel like $100 products. Templates, hooks, delivery mechanics, and the offer ladder that turns a free download into a recurring buyer.

OPEN THE PLAYBOOK →

03

AI + Prompt Engineering Manual

The exact prompt frameworks I use to generate designs, write captions, draft scripts, and clone my own voice. Copy-paste prompts included for ChatGPT, Claude, Midjourney, and image-to-design tools.

OPEN THE MANUAL →

04

Personal Brand & Monetization Guide

How to monetize Facebook, Instagram, YouTube, and TikTok in parallel — without burning out. Daily posting cadence, content pillars, and the "one-to-many" repurposing engine.

OPEN THE GUIDE →

05

30 Print-on-Demand Video Scripts + YouTube Doc Intro

30 ready-to-film scripts — one per unique print-on-demand product — plus the opening narration for the YouTube documentary that ties the whole brand together.

OPEN THE SCRIPTS →

06

Shirt Insert Card (Printable)

The thank-you card that ships inside every shirt. Quote on the front, QR-ready access link on the back. Print 4-up on cardstock and cut.

OPEN THE CARD →

The Five Operating Principles

01 · EDUCATION IS THE PRODUCT

The shirt is the trojan horse. The manual is what they actually paid for.

02 · EVERY ASSET IS SHAREABLE

Buyers become distributors. If a doc can't be forwarded, it doesn't go in the

Price the bundle, not the cotton.

bundle.

03 · AI DOES THE VOLUME

One person can run a 30-product catalog if they let prompt engineering carry the design and copy load.

04 · THE BRAND IS THE BOND

People don't buy shirts. They buy belonging. Build the room before you sell the merch.

05 · COMMUNITY PAYS LAST BUT PAYS FOREVER

The first 100 buyers fund the catalog. The next 1,000 fund the lifestyle. The community funds the legacy.

06 · DOCUMENT EVERYTHING

The YouTube doc isn't a marketing piece. It's the proof. Film the work, not just the wins.

> *"The highest human act is to inspire." — and the most inspiring thing you can sell is a path someone can actually walk.*

How to Use This Bundle

- **If you bought the shirt:** Read 01 first. It explains why you got the manuals. Then go to whichever spoke you need most.
- **If you're building your own brand:** Read 01 → 04 → 02 → 03. Vision, then platforms, then offers, then AI to scale.
- **If you want to film right now:** Skip to 05. Pick a script. Hit record.
- **To share:** Right-click any HTML file → "Save as PDF" or send the file directly. Everything works offline.