MANUAL 01 · THE FLYWHEEL MASTER PLAN

Why the $100 Shirt Wins.

Nipsey didn't sell albums. He sold proximity to the work. The shirt is not the product — it is the membership card. This is the architecture.

The Inspiration: Proud2Pay

In 2013, Nipsey Hussle released *Crenshaw* as a free mixtape — and simultaneously sold 1,000 physical copies for $100 each. They sold out in 24 hours. Jay-Z bought 100 of them. The math was simple and the math was savage: when you bundle music people can already get free with an experience they can't, you stop selling files and start selling membership in something larger than yourself.

The lesson is not "charge more." The lesson is: **premium price tags require premium proximity**. People will pay 10x list price for a chance to be near the work, the worker, and the world being built.

> *The mixtape was free. The connection was $100. Every shirt I sell will work the same way.*

The Translation: $100 Shirts + Education Bundle

A $20 t-shirt competes with every other $20 t-shirt on Earth. A $100 shirt that comes with a complete education bundle — the playbook for building free demand products, the AI prompt library, the brand monetization guide, and 30 ready-to-film video scripts — competes with nothing. There is no comparable offer. That is the whole point.

The shirt is the artifact. The education is the asset. The buyer is the distributor.

COMPONENT	COST TO DELIVER	PERCEIVED VALUE	ROLE
Designed shirt (POD)	$8–$14	$30	Identity / proof
HTML manual bundle	$0 marginal	$300+	Education / value
Insert card + QR access	$0.30	$10	Continuity hook
Community invite	$0	Priceless	Lock-in
Total bundle price	**~$15**	**$100 floor**	**Anchor offer**

The Five Spokes of the Flywheel

A flywheel only spins when each spoke feeds the next. Skip a spoke and the wheel wobbles. Reinforce all five and momentum compounds.

SPOKE 01 · PRODUCT

The $100 shirt and education bundle. The anchor SKU. Print-on-demand removes inventory risk; AI removes design cost.

SPOKE 02 · EDUCATION

Free demand products and prompt manuals that pull leads in. The freebies prove the paid material is worth more than $100.

SPOKE 03 · BRAND

Personal designs, personal voice, personal documentation. The brand is not a logo — it is a body of work people can scroll through.

SPOKE 04 · MONETIZATION

Facebook profile + page, Instagram, YouTube, TikTok — each platform monetized in parallel through ad share, affiliates, and direct sales.

SPOKE 05 · COMMUNITY

A space where buyers become builders. Anyone who buys the shirt is encouraged to do the same — print their own designs, ship their own bundles, and credit the playbook.

SPOKE 06 · DOCUMENTATION

The YouTube documentary. The receipts. Everything filmed. Proof that the playbook works because the camera has been rolling the whole time.

How the Wheel Spins

The wheel turns clockwise: **brand pulls attention → free education captures it → the $100 bundle converts it → community retains it → documentation amplifies it → which feeds the brand**. Each rotation increases what the next rotation can do.

> **THE COMPOUNDING MOMENT**
>
> The flywheel becomes self-sustaining the day a buyer of the shirt records their own video using one of your 30 scripts, tags you, and gets a sale. That single event proves the system to the next 100 buyers. The whole point of giving away the playbook is that the testimony becomes the marketing.

The 90-Day Build

A flywheel is not built overnight, but the first revolution can be in place in a quarter. The order matters — design the offer last, build the audience first.

Month 1 — Foundation

- **Week 1:** Lock the brand voice. Pick your three content pillars. Choose three platforms (one long, one short, one written).
- **Week 2:** Design the first 5 shirts in your AI design tool of choice. Set up print-on-demand fulfillment.
- **Week 3:** Write the free demand product (the lead magnet). One downloadable HTML doc, irresistibly useful.
- **Week 4:** Open the community space. Empty rooms are fine — build it before you fill it.

Month 2 — Daily reps

- **Post daily across all three platforms** using the repurposing engine in Manual 04. One idea, three formats.
- Use the free demand product as the "why follow me" hook on every platform bio.
- Start filming product videos — at least one per shirt — using the scripts in Manual 05.

- Capture every win, every behind-the-scenes moment, for the documentary footage reserve.

Month 3 — Launch the bundle

- Drop the first 100 shirts as a numbered limited edition.
- Ship the manual bundle access link on the insert card.
- Invite buyers into the community on day one.
- Publish the YouTube documentary intro. Frame it as Episode 01.
- Reinvest 100% of the first 100 sales into the next 1,000 shirts and the next quarter of content production.

The Math That Makes It Work

STAGE	UNITS	REVENUE	WHAT IT FUNDS
Drop 1 — Founders	100 × $100	$10,000	Catalog expansion + filming gear
Drop 2 — Believers	500 × $100	$50,000	Full-time creator status
Drop 3 — Movement	2,000 × $100	$200,000	Team + studio + warehouse
Year-end	10,000 cumulative	$1,000,000	Legacy + foundation

These are illustrative milestones, not promises. The point is: the math is feasible because the marginal cost of the manual bundle is zero. Every shirt sold past breakeven is mostly margin.

The Non-Negotiables

1. **Never sell the shirt without the bundle.** The bundle is what the customer is paying for. Cotton is the receipt.
2. **Never gate the manuals behind a paywall after purchase.** Once they pay once, they have it forever, and they can share it. Sharing is the marketing.
3. **Never apologize for the price.** $100 buys the bundle. Anchor it, don't discount it. Discounting kills the perception that what you teach is worth what you charge.

4. **Always document the work.** The documentary is not optional. It is the long-term moat.
5. **Always credit the playbook publicly.** Buyers who get results with the manual deserve to be celebrated. Their wins prove the system.

What Comes Next

Read Manual 02 next: The Free Demand Product Playbook. The free product is what makes the paid product feel inevitable. Without it, the bundle has no front door.