MANUAL 05 · 30 SCRIPTS + DOCUMENTARY INTRO

Pick One. Hit Record.

Thirty unique 45–60 second scripts — one per print-on-demand product — plus the opening narration for the YouTube documentary that ties the whole brand together.

How to Use This Manual

Each script follows the same skeleton: **Product · Hook · Tension · Proof · Payoff · CTA · B-roll**. Read the hook out loud first — if it doesn't make you lean in, the rest of the video won't land. Film in batches: pick three scripts of the same mood, dress once, light once, and shoot all three back-to-back.

Run every script through the Caption Multiplier Frame (Manual 03, Frame 04) after filming to generate the captions, hooks, and written-post versions.

The 30 Products at a Glance

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The 30 Scripts

PRODUCT 01 — TEE · BLACK OR CREAM

The Marathon Continues

Speed wins races. Stamina wins decades.

TENSION Most people quit one rep before the breakthrough.

PROOF Show your own consistent reps — calendar, footage, sales count.

PAYOFF The race isn't who's fastest at mile one. It's who's still running at mile twenty.

CTA Tap the link. Get the playbook. Start your marathon today.

B-roll: early-morning street, sneakers tying, page count, calendar reps

PRODUCT 02 — TEE · CREAM W/ GOLD PRINT

$100 Game

A $20 shirt is a shirt. A $100 shirt is a key.

TENSION Most brands compete on price. Race to the bottom.

PROOF Open the bundle on camera — six manuals, community, drops.

PAYOFF The shirt is the receipt. The game is the gift.

CTA Buy the shirt, get the game. Link in bio.

B-roll: hands unfolding shirt, manual flipping, QR code reveal

PRODUCT 03 — HOODIE · CHARCOAL

Free Game

Information was the moat. Application is the moat now.

TENSION Everybody has access to the same playbooks. Few execute.

PROOF Show one tactic from the bundle that works in 24 hours.

PAYOFF Free game is only worth what you do with it.

CTA Start with the free download. Apply it tonight.

B-roll: phone unlock at 5am, notes screen, sticky notes wall

PRODUCT 04 — TEE · WHITE OR BLACK

Document The Work

If the camera wasn't on, half of it didn't happen.

TENSION	Most builders forget to film the boring middle. That middle is the story.
PROOF	Roll old clips of yourself doing the unglamorous reps.
PAYOFF	Footage from the climb is what proves the summit was earned.
CTA	Pick up the camera. Press record on something small today.

B-roll: camera on tripod, recording light, behind-the-scenes

PRODUCT 05 — HOODIE · BONE

Built In Public

A draft you ship beats a masterpiece you don't.

TENSION	Hiding until "ready" is the longest road to nowhere.
PROOF	Show the ugly v1 of the bundle next to the polished v6.
PAYOFF	Public iteration is faster than private perfection.
CTA	Ship the messy version this week. The audience teaches you the next one.

B-roll: sketchbook, screen recording v1 vs current, time-lapse

PRODUCT 06 — 5-PANEL CAP · BLACK

Day One

Whoever's chasing you started today, too.

TENSION	People treat "starting" like a one-time event. It's a daily setting.
PROOF	Talk about your literal first design, first sale, first follower.
PAYOFF	Day one mindset on day one thousand is how brands stay sharp.
CTA	Treat tomorrow like it's day one. Reset the energy.

B-roll: sunrise, calendar Jan 1, hand turning the cap forward

PRODUCT 07 — TEE · SLATE

Ship Daily

Algorithms reward presence. Audiences reward presence twice.

TENSION Going viral once feels good. Going on a run for 90 days changes your life.

PROOF Show your post calendar — green dots stacking up.

PAYOFF Daily output beats sporadic genius across any time horizon that matters.

CTA Ship something today. Even small. Especially small.

B-roll: phone calendar, scheduled posts, send button close-up

PRODUCT 08 — TEE · CREAM

Own Your Voice

The internet has enough Optimized. Be unmistakable instead.

TENSION Algorithms reward sameness short term. Audiences reward distinctiveness long term.

PROOF Read two captions — generic vs. yours. Watch the difference land.

PAYOFF Voice is the only thing that compounds. Borrowed style decays.

CTA Capture your voice (Manual 03). Stop sounding like everyone else.

B-roll: typewriter, vintage mic, handwritten journal

PRODUCT 09 — TEE · BLACK W/ GLITCH PRINT

Prompt The Future

The new literacy is asking machines the right questions.

TENSION Half the world is afraid of AI. The other half is using it as leverage.

PROOF Show one shirt design generated in three minutes.

PAYOFF Prompt engineering is the new keyboard. Type carefully.

CTA Grab the prompt manual. Run your first design tonight.

B-roll: screen recording prompt → output, side-by-side

PRODUCT 10 — HOODIE · OLIVE

Receipts Over Rhetoric

Show the work. Don't sell the work.

TENSION The internet is full of people teaching what they haven't done.

PROOF Pull up your sales dashboard, your inbox, your shipping labels.

PAYOFF The proof is louder than any pitch you could write.

CTA Show your receipts this week. Let the work do the talking.

B-roll: screen of order count, shipping labels, post office

PRODUCT 11 — TEE · BONE

Quietly Compounding

The loudest people aren't usually the ones winning.

TENSION Social media rewards noise. Real wealth rewards quiet daily work.

PROOF Show your reps — pages written, designs shipped, miles run — over months.

PAYOFF Compounding looks like nothing for a long time. Then everything.

CTA Pick one daily rep. Stack it for 90 days. Don't post about it.

B-roll: early morning study desk, planner pages, library

PRODUCT 12 — TEE · CREAM W/ BLUEPRINT PRINT

The Flywheel

Brands that compound are wheels, not ladders.

TENSION Ladders need someone to climb them. Wheels keep spinning even when you sleep.

PROOF Walk through the five spokes (Manual 01) on a whiteboard.

PAYOFF Build the wheel once. Maintain it daily. It carries you.

CTA Manual 01 has the diagram. Print it. Tape it up.

B-roll: whiteboard sketch, diagrams, gears turning

PRODUCT 13 — HOODIE · BLACK W/ GOLD

Print Your Own Money

Print-on-demand is the internet's quiet printing press.

TENSION	People still think you need a warehouse. You need a design and a customer.
PROOF	Show the workflow — design → upload → first sale notification.
PAYOFF	No inventory, no overhead, no excuse.
CTA	Run your first POD design this weekend. Tag me.

B-roll: screen of POD dashboard, first-sale ding, packed shipper

PRODUCT 14 — TEE · WHITE

Run Your Own Drop

You don't need permission. You need a Tuesday.

TENSION	Waiting for a brand to put you on is a slow form of giving up.
PROOF	Drop receipt screenshots — your first 10 buyers, named.
PAYOFF	One drop a quarter. Ten quarters. You're a brand.
CTA	Pick a date. Announce it before it's ready. Then deliver.

B-roll: calendar circled, drop poster taped to wall

PRODUCT 15 — TEE · BLACK W/ CREAM TYPE

Voice Over Volume

A thousand people who get it beats a million who don't.

TENSION	Creators chase reach. Reach you can't convert is a loan, not income.
PROOF	Show DMs from buyers who say "you're talking to me."
PAYOFF	Talk to one person, well, in public. The right people self-identify.
CTA	Speak to one. Watch a thousand listen.

B-roll: DM screenshots, single-person interview pull-up

PRODUCT 16 — TEE · HEATHER GREY

Repurpose · Republish · Repeat

Your best ideas deserve more than one trip around the sun.

TENSION	Most creators publish once and move on. The audience didn't see it.
PROOF	Show one filming day → 20 pieces of content (Manual 04).
PAYOFF	Repurposing is respect — for your work and for the audience that missed it.
CTA	Take last month's best post. Re-cut it five ways. Reship it.

B-roll: multi-platform mock screens, scheduling tool, scissors-cut effect

PRODUCT 17 — HOODIE · BONE W/ INK PRINT

Buyers Become Builders

Every customer is a future collaborator if you teach them well.

TENSION	Most brands hide the recipe. Then complain about competition.
PROOF	Show one buyer who launched their own thing using the bundle.
PAYOFF	Pond gets bigger when you give the fishing rods away.
CTA	Buy the shirt. Build your own. Tag the lineage.

B-roll: alumni roll, screenshots of buyer-launched drops

PRODUCT 18 — TEE · BLACK

Consistency Is The Cheat Code

Talent gets you in the room. Showing up keeps you there.

TENSION	The internet rewards new. The internet also rewards return.
PROOF	Pull up your post streak, your shipping streak, your gym streak.
PAYOFF	Boring done daily beats brilliant done occasionally.
CTA	Pick the smallest version of the habit you want. Do it tomorrow.

B-roll: habit tracker, calendar grid, repeated wide-shot of same chair

PRODUCT 19 — CAP · CREAM

Bet On Yourself

No one is coming. Which is good news.

TENSION Waiting for permission is the most expensive form of safety.

PROOF Tell the story of a bet on yourself that paid — even a tiny one.

PAYOFF The roulette odds on yourself are better than any other table.

CTA Make the bet this week. Start small. Start anyway.

B-roll: mirror shot, signature on a contract, dice cup

PRODUCT 20 — TEE · WHITE

The Brand Is The Bond

People don't buy logos. They buy belonging.

TENSION Brands chase aesthetics. Movements chase identity.

PROOF Roll DMs of strangers calling each other family because of the brand.

PAYOFF Build the room first. Sell the merch second.

CTA Reply to every comment this week. The bond starts there.

B-roll: meetup footage, DM screenshots, group photo

PRODUCT 21 — TEE · BLACK

Keep Recording

The shot you didn't get is the one that goes viral in your head.

TENSION Most people stop the camera when nothing's happening. That's when everything starts.

PROOF Show three "I almost didn't film this" clips that became your best content.

PAYOFF Cameras roll when winners walk in. Press record before they show up.

CTA Press record one extra hour today. Watch the tape tomorrow.

B-roll: recording light, hand on tripod, accidental gold moments

PRODUCT 22 — HOODIE · CHARCOAL

Education Is The Product

Sell the lesson. Wrap it in cotton.

TENSION Cotton is a commodity. Lessons aren't.

PROOF Open the bundle on camera. Six manuals, one shirt.

PAYOFF The buyer's win is the brand's commercial.

CTA Pick up the bundle. Get the lesson. Wear the proof.

B-roll: manuals stacked, gold-foil cover, page flip

PRODUCT 23 — TEE · CREAM

Iteration Over Inspiration

Inspiration shows up sometimes. Iteration shows up daily.

TENSION Waiting for the muse is procrastination with better lighting.

PROOF Show v1 → v12 of the same product. The progress lives in the iterations.

PAYOFF Schedule the work. The art catches up.

CTA Make today's version. Slightly better than yesterday's.

B-roll: sketchbook side-by-sides, version history, time-lapse

PRODUCT 24 — TEE · BLACK W/ RED DOT

Camera Always On

You can edit out the boring. You can't film what didn't happen.

TENSION Most footage that matters was an accident — caught because the camera was rolling.

PROOF Three "didn't plan to film this" moments that became core to the brand story.

PAYOFF Film cheap. Edit ruthlessly. The doc footage compounds.

CTA Set the camera up before you start the work. Forget it's on.

B-roll: red record dot zoom, GoPro on shelf, lens close-up

PRODUCT 25 — HOODIE · BLACK

Win The Quiet Hours

5am isn't magic. It's just the time the world isn't loud yet.

TENSION Most people lose to noise — notifications, news, other people's emergencies.

PROOF Show your morning blocks — the work that got done before the inbox opened.

PAYOFF Quiet hours are unfair advantage. Take them.

CTA Wake up 30 min earlier this week. Use it for the most important thing.

B-roll: dawn light, kettle, empty street, quiet keyboard

PRODUCT 26 — TEE · BONE

Make The Next One

Yesterday's hit doesn't pay tomorrow's rent.

TENSION Riding one win too long is how creators stall.

PROOF Show the post that went big — and the next 14 you made before the next one hit.

PAYOFF Output volume protects you from the variance of any single piece.

CTA Don't celebrate the last one too long. Make the next one today.

B-roll: draft folder, files renamed v_next, in-progress shot

PRODUCT 27 — TEE · BLACK

Own The Work

Platforms rent attention. Owned audiences keep it.

TENSION One algorithm change wipes out years of unowned reach.

PROOF Show your email list growth chart next to a platform's chart.

PAYOFF Build on rented land — but always pull the audience back to land you own.

CTA Start the email list this week. Even with five subscribers.

B-roll: dashboard, subscriber count, send button, email list chart

PRODUCT 28 — TEE · CREAM W/ WHEEL PRINT

Trust The Wheel

The flywheel doesn't spin until you push it 1,000 times.

TENSION First push — nothing. Hundredth push — barely. Thousandth push — momentum.

PROOF Show your follower count or sales count over 12 months: flat, flat, flat, vertical.

PAYOFF Most people quit at push 800. Don't.

CTA Push the wheel today. It is closer than it looks.

B-roll: giant wheel, slow rotation, time-lapse acceleration

PRODUCT 29 — CAP · BLACK

Chapter One

Every legacy has a Chapter One. Yours starts when you say it does.

TENSION Most people never name their chapter, so the story never feels real.

PROOF Open with a quiet moment — first design, first sale, first comment.

PAYOFF You don't find Chapter One. You declare it.

CTA Write your Chapter One sentence. Pin it. Begin.

B-roll: blank page, pen click, first journal entry, sunrise

PRODUCT 30 — HOODIE · CREAM W/ GOLD PRINT

All Gas, No Brakes

Brakes are for cars, not careers in their first decade.

TENSION Most people pump the brakes the moment momentum picks up. Fear of going too fast.

PROOF Show your output during the hot streak — twice the volume, half the doubt.

PAYOFF When the wheel starts spinning, push harder. Coast in your forties.

CTA Take the foot off the brake this month. Run it until it breaks.

B-roll: speedometer, foot on pedal, blurred road

Bonus: The YouTube Documentary — Episode 01 Intro

The documentary is what makes the brand permanent. It's the long-form archive of the playbook in motion — the climb, the climbs that didn't work, the climbs that built the next one. This is the script for Episode 01's opening narration. Aim: 2:30 to 3:00 of cold-open, voiced by you, over carefully chosen archival B-roll.

EPISODE 01 · COLD OPEN · 2:45

"The $100 Shirt"

[0:00 — black frame, faint heartbeat]

NARRATION (you, calm):

"There's a story about Nipsey Hussle that everybody knows but nobody really studies. In 2013 he gave away an album for free — and sold a thousand copies for a hundred dollars each. He sold out in a day. Jay-Z bought a hundred. People still misunderstand what he sold them."

[0:25 — fade up: archival shots of Crenshaw, runners, gold leaf, hands wrapping shirts]

NARRATION:

"He didn't sell a CD. He sold proximity to the work. The receipt was the album. The asset was the relationship. Most people got the music for free. The thousand who paid got something the rest of us will never get back."

[0:55 — cut to you, mid-shot, sitting at a workbench, designs around you]

YOU (to camera):

"I'm building something that uses the same math. I'm selling shirts. A hundred dollars each. And every shirt comes with the whole playbook — the AI manual, the brand guide, the 30 scripts, the lead magnets, the community. The shirt is the receipt. The bundle is the asset."

[1:25 — montage: design generation on screen, POD dashboard, packing tape, first customer's name on a shipping label, the camera light blinking]

NARRATION:

"I'm filming all of it. The wins, the missed photos, the days the designs didn't work, the days the sales did. Not because I have something to prove — because somebody who buys the shirt next year should be able to see exactly how this got built."

[1:55 — cut to a customer trying on the shirt, opening the bundle, scrolling Manual 01]

YOU (V/O over their reactions):

"Nipsey said, **'the highest human act is to inspire.'** I think he was being literal. I think the only thing worth selling is a path somebody can actually walk. So this is the path. This is Episode 01. The marathon continues."

[2:30 — title card: gold serif type on black: *"The $100 Shirt — Episode 01"*]

[2:40 — beat of silence — then logo bumper — then cold cut to first scene of episode]

Filming Notes for the Documentary

- **Audio first.** Bad picture is forgivable; bad audio is not. Lavalier mic + room treatment.
- **Two-camera minimum** for any sit-down shot. One wide, one medium. Edit becomes painless.
- **Save EVERYTHING.** Even handheld phone clips. The doc is built from accidents.
- **Date every clip.** File name = YYYY-MM-DD-shortdescription. Future-you will thank you.
- **Rough-cut weekly.** Don't wait until "the season is done." Edit in motion or the footage drowns you.
- **Permission on camera** from anyone identifiable on screen. Quick verbal release works.

What Comes Next

The last piece is the artifact that ships in the box: the printable insert card. Manual 06: The Shirt Insert Card.