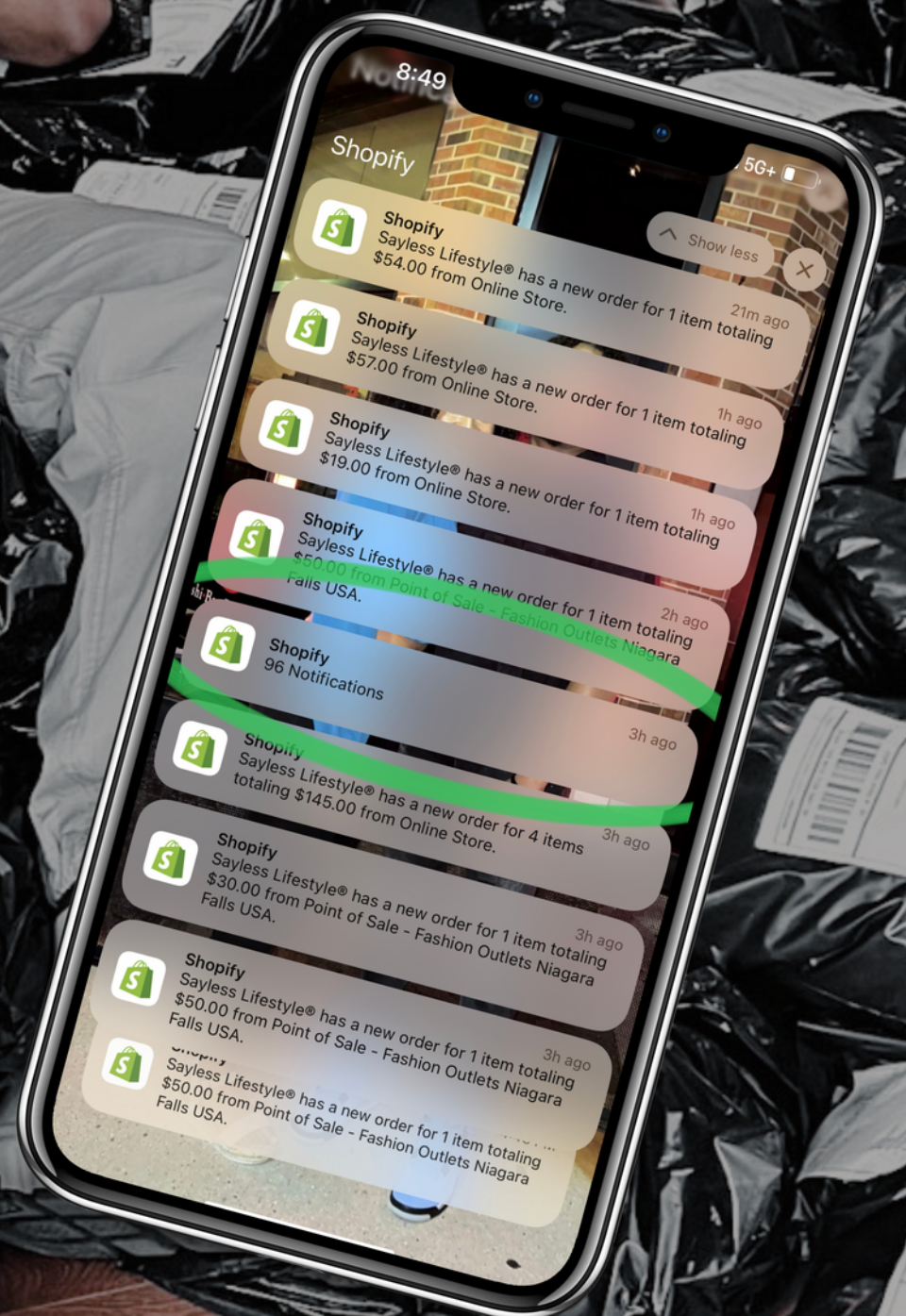
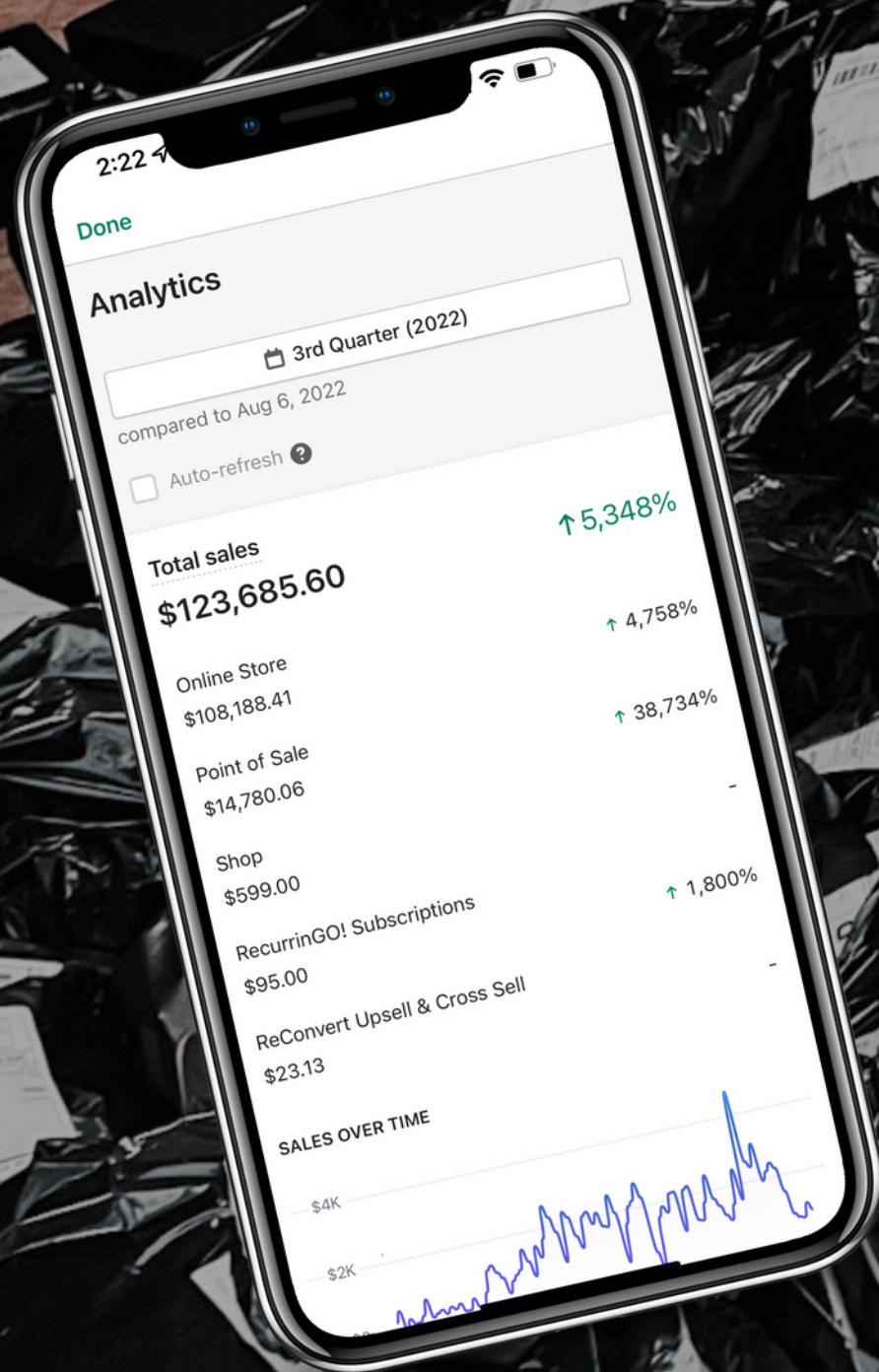


HOW TO START YOUR \$100K CLOTHING BRAND



**THE EXACT STEPS TO TURN \$0 INTO
A 6-FIGURE CLOTHING BRAND**

TRENTEN AND EDDIE SCOTT



Welcome!

By you making the decision to acquire this book, you have given yourself the master key to building a 6-figure clothing brand and bettering your life. Congratulations!

But the work is just getting started. Only a small percentage of people who read books like these actually implement the things they learn. So don't be a statistic. Use this information to become better. Take notes. Re-read certain sections. Do more research after reading this book. It's all about taking action.

INTRO

We live in one of the greatest times in history to start something big. It is easier than ever to start a business and make it successful. So take advantage of the opportunity you have at hand.

Know that while building a successful clothing brand isn't easy, it is simple. Execute the following steps and put in the necessary work, and you will be at your goal in no time!

Without any further ado, let's get into the exact steps to take to start your \$100k clothing brand!

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1. FIRST THINGS FIRST...



WHO ARE WE?

We are Trenten and Eddie Scott. We co-founded a clothing brand called Sayless Lifestyle back during the quarantine of 2020. But before that, we were just two cousins living life. Growing up together, all we cared about was basketball. From traveling the country for AAU tournaments to playing 1-on-1 in the driveway, ball was really life! Ever since we were young, we had ambitions to play college basketball. And so we pushed ourselves and each other to achieve that goal.

During that process, one word we would always say to each other was "Sayless." We didn't need to tell people how good we were. We didn't need to tell people that we were in the gym working. We didn't need to talk trash on the court. We just worked in silence and let our results do the talking for us.

This "Sayless" saying became so important to us, that in 10th grade, we got the first original Sayless t-shirts made just for us.

But back then, we never had the intention of turning this Sayless thing into an actual clothing brand. We were too focused on basketball and wanted to make it to college and maybe even pro.

Fast forward a few years to 2019, and the Sayless mentality helped us to achieve our goal of getting college basketball scholarships. Now we were focused on becoming the best basketball players possible to dominate at the college level. But...

Come the beginning of 2020, as we all know, COVID-19 shut the entire world down. And so as young 18-year-olds sitting at home with nothing to do, we wanted to be productive with our time. While we were thinking of things we could do, we remembered the Sayless shirts we had back in the day and figured we could start selling them online.

So on March 28th, 2020, we launched saylesslifestyle.com, and the Sayless Lifestyle® Clothing Brand was born!

But we did not have the intent to get our brand to blow up and grow it to become a 6-figure business. We saw it more as a side hustle, and ultimately we just wanted to motivate other people with our brand message just as it had motivated us for basketball.

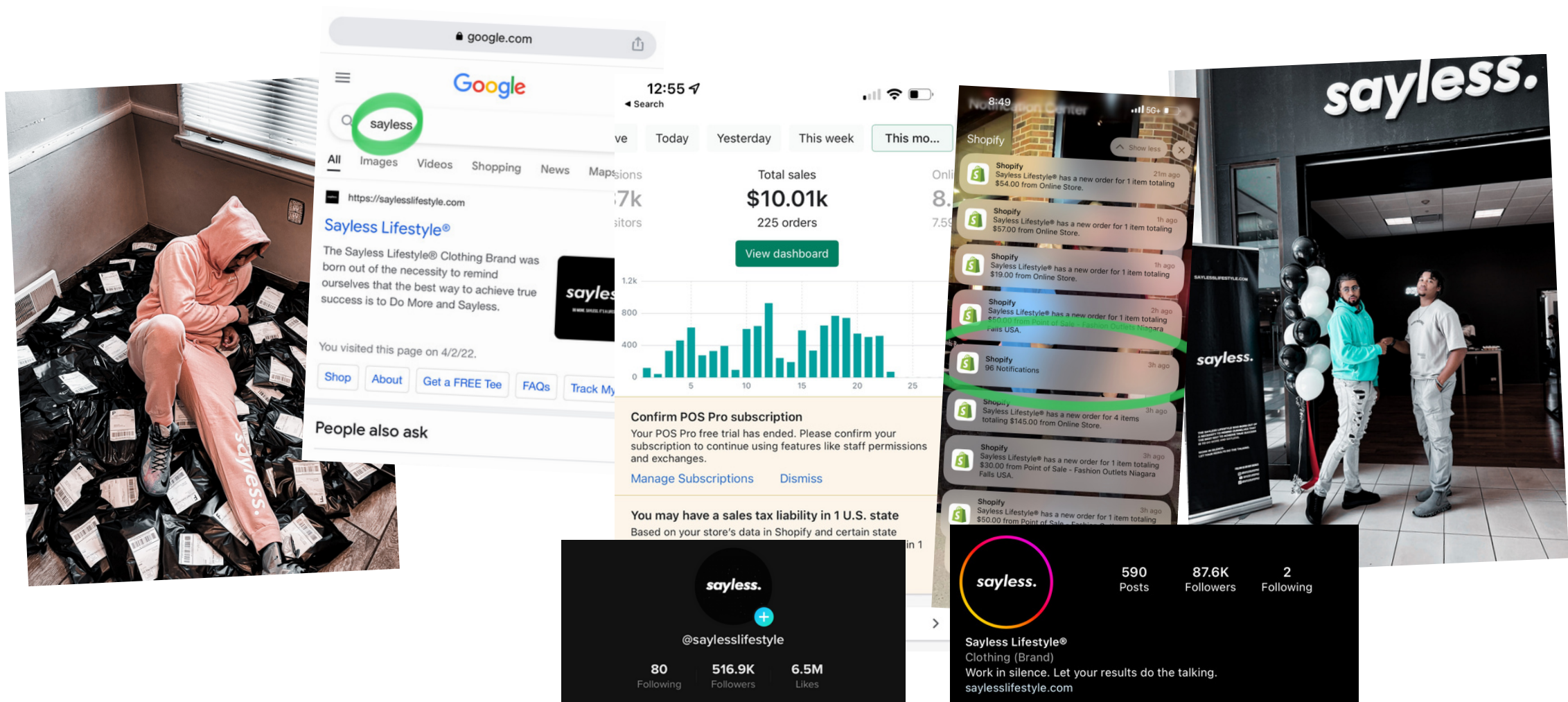
Looking back on those early years playing basketball, our only focus was to make it big in basketball. But there was a bigger purpose behind it that we didn't even know. The story of the Sayless Lifestyle and the bond that we built really came from those early years.

Fast forward 2.5 years later, and the brand has reached heights unimaginable. If you would have told us back in 2020 that we would have hundreds of thousands of followers on social media, thousands of orders a month, and be CEOs of a 6-figure business, we would've looked at you like you had four heads! But to see the progression of the brand has truly been amazing

and we are extremely grateful for the journey we've been on.

So at the end of the day, who are we? We're regular people. We're just like you. We are not anything special despite what people may say. There's no difference between us and you besides **the information** we learned and APPLIED. And that information is what we are gonna teach you in this book.

WHY SHOULD YOU LISTEN TO US?



Success leaves clues. So if you want to build a successful clothing brand, you should learn from someone who has already built a successful clothing brand. Simple.

The pictures above represent achievements that you probably want for yourself and your own brand. We've got them, and now we are here to help you do the same.

Whether it be the revenue we have done, or the social media following we have amassed, or even the experience of having a kiosk and a full retail store in the mall, whatever you want to achieve with your clothing brand, we have gone through what it takes to get there, and we will show you how to get there.

But honestly, more important than the successes we've had, you can listen to and trust us because of the FAILURES that we've gone through. We once heard a wise man say that you shouldn't take advice from a man who never failed. Lessons are learned best in times of failure and adversity. We have gone through every aspect of failure possible in running a clothing brand. Now that we have those experiences, they have made us better, and now we are able to help you hopefully avoid some of the same mistakes we made.

THE PURPOSE OF THIS BOOK

The purpose of this book is to show you the EXACT steps to building a 6-figure clothing brand. There are several different components of running a brand that you may not have even thought of. Through this book, we want to make you aware of those different areas, and show you how to be successful in each one.

We are not guaranteeing your success. That is up to you and the actions you take on what you learn. We are simply providing the necessary information to help you be successful.

Also, it is important to be patient in your journey of building a \$100k clothing brand. Nothing good is built overnight. Good food cooks slow. So don't rush the process... trust the process. Everything will happen in the proper time when you are ready for it.

So study well. And then implement what you learn. If at first you don't succeed, try and try again! Sooner than later, the one who wins is the one who thinks he can!

DISCLAIMER

Quick disclaimer. We are not professional business consultants. We are simply clothing brand owners ourselves sharing what we have learned with you. We went through the process ourselves and now we are teaching you the principles, the steps, and the keys that we learned. Now it's up to you to create your own success!

Let's get it!!