

# PAUL ERIC PAPE

**BUSINESS TRANSLATOR** | "Santa for Nerds"

Creator of Gamify Business | Author of 5 Books | TEDx Speaker

*"The right advice exists. It's just in the wrong language."*

## SIGNATURE TALKS

### You're a Wizard (You Just Don't Know It Yet)

After twenty years of hiding behind his craft, Paul discovered that he was the most valuable asset in his business — not his products. Using an RPG-inspired framework, he walks audiences through the identity shift that changes everything: from invisible craftsman to recognized creator. Attendees leave understanding why they are worth more than anything they make, and how to stop paying the "Invisibility Tax" that keeps talented creatives broke and unseen.

### The First Campfire: Why Story Is Your Most Powerful Business Tool

Two creatives. Same room. Same audience. Same sixty seconds. One shares information. The other casts a spell. Paul breaks down the difference between sharing and storytelling — and why that distinction is the single biggest factor separating creatives who struggle to connect from those who can't keep up with demand. This talk doesn't just teach storytelling. It IS a story.

### The Rule of 100: Why You Don't Need to Go Viral

Every creative has heard the advice: grow your following, build your platform, go viral. It's exhausting and it's terrible strategy. Paul dismantles the myth that success requires mass reach and replaces it with the Rule of 100 — a focused, achievable strategy built on finding your superfans, not chasing algorithms. No growth hacks. Just the math behind building a creative business that actually works.



THE BARKEEP IS IN

## ABOUT

Paul spent twenty years as a custom prop and collectibles artist, building pieces for Disney, Universal, Nickelodeon, and collectors worldwide — earning the nickname "Santa for Nerds." That near-invisible decade taught him something most business books won't: creative people don't fail at business because they lack talent. They fail because business is taught in a language that doesn't resonate with how they think. So he built a translation. Gamify Business reframes entrepreneurship through tabletop RPGs — character sheets, ability scores, quests, and leveling up.

## DETAILS

**Based in:** Omaha, NE  
**Travels:** Nationwide  
**Formats:** Keynote, Breakout, Workshop, Lightning  
**Duration:** 15 – 90 min  
**Audiences:** Creatives, makers, entrepreneurs, small business

## BOOKS

- Quit Selling Your Shit
- The Creative Player's Handbook
- The Bard's Guide to Storycraft
- The Game Master's Guide
- The Creative Player's Workbook

## THE GAMIFY BUSINESS COLLECTION

