

# QUIT SELLING YOUR SHIT!

*Why Product-First Selling Is Killing Your Creative Business*

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## FREE CHAPTER PREVIEW

**PAUL PAPE**

*Founder of the Gamify Business Process*

# The Ghost in Your Own Business

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You spent forty hours on that piece.

*Forty. Hours.*

You sourced the perfect materials. You sketched concepts until your hand cramped. You iterated, revised, perfected. You photographed it in perfect lighting. You wrote a thoughtful caption. You posted it at the optimal time.

And the response? Beautiful. Amazing. Heart emoji. Fire emoji. "Love this!"

A thousand likes. Fifty comments. People telling you how talented you are.

Zero sales. Zero inquiries. Zero clients booking.

You stare at your bank account and wonder: What the hell am I doing wrong?

Nothing. You're doing nothing wrong. Your work is beautiful. Your craft is solid. Your talent is real.

You're just a ghost.

Your work is visible — gorgeously, perfectly visible. But you? The wizard who made it? Nowhere to be found. You've built a business where the products are front and center and the creator is... absent. Anonymous. Interchangeable.

You're haunting your own business instead of running it.

## **What Hiding Actually Looks Like**

Most creative entrepreneurs don't realize they're hiding. They think they're being professional. Humble. Letting the work speak for itself.

But "professional" and "invisible" are not the same thing. And the work? It can't speak. It just sits there, beautiful and mute, while you stay silent behind it.

Here's what hiding looks like in practice:

Your social media is a product gallery. Scroll through your feed. How many posts are just photos of finished work with captions like "New piece available" or "Just completed this commission"? How many show your face, your process, your story, your thinking? If your feed could belong to any creator in your field, you're hiding.

Your bio reads like a résumé. "Award-winning designer with ten years of experience creating custom solutions for discerning clients." That could describe ten thousand people. Where's the personality? Where's the point of view? Where's the human being?

You describe what you do, not why it matters. "I make handcrafted jewelry." "I design websites." "I create custom illustrations." These are job descriptions, not positioning. They tell people the category you're in without giving them any reason to choose you over everyone else in that category.

Your origin story is missing. How did you get here? What made you choose this path? What experiences shaped your perspective? If nobody knows, you're just another vendor. If they know, you're a person they can connect with.

Your expertise stays in your head. You know things. Decades of knowledge about your craft, your industry, your process. But you don't share it. You don't teach. You don't let people see how you think. So they assume you're just like everyone else.

Your prices come with apologies. "I know it's expensive, but..." "I can work within your budget..." "Let me know if that's too much..." You're already negotiating against yourself because you don't feel confident in your own value.

Sound familiar?

This is what it looks like when a wizard hides behind their magic. And it's costing you everything.

## **The \$25,000 Lesson**

Let me tell you about the most expensive lesson I ever learned.

Early in my design career, I met with a local grocery store chain about designing their ad campaign. I was young, excited, and eager to prove myself. So I did what creative people do — I showed them my ideas.

I explained my thinking. I walked them through my concepts. I demonstrated my process. I basically handed them a masterclass in how I approach creative problem-solving.

They said they'd be in touch.

A few weeks later, I opened my mailbox and there it was — my concept, my exact concept, staring back at me from their print campaign. Then I saw it on TV. The two mediums I had specifically pitched. They'd taken my ideas, hired someone else to execute them, and cut me out completely. Without payment. Without credit.

I sued. The case went to court. And the judge, looking at my illustrations of women for the campaign, ruled against me. His reasoning? I hadn't "invented women." Since I couldn't claim to have created the female form, I had no ownership over my work.

I was devastated. Twenty-five thousand dollars in legal fees and nothing to show for it.

But the real gut punch came after the ruling. The business owner pulled me aside in the hallway. He smirked at me — actually smirked — and said: "Next time, get a contract."

He thought he was crushing me. What he actually did was teach me the most valuable lesson of my career.

They didn't steal my illustrations. They stole my thinking. My ability to analyze their business, understand their audience, and create a solution that worked so well they used it for years. That strategic thinking — that's what had value. That's what I should have been protecting. That's what I should have been selling.

I was selling magic items when I should have been selling myself as the wizard who creates them.

## **The Invisibility Tax**

When you're invisible, you pay a tax on every aspect of your business.

You compete on price. When clients can't see what makes you different, they default to comparing numbers. You become one of five quotes, evaluated on cost alone. Your twenty years of expertise gets weighed against someone's twenty days.

You attract the wrong clients. Without clear positioning, anyone with a pulse and a budget thinks they're your ideal customer. You end up working with people who don't value what you do, haggle on every invoice, and drain your creative energy.

You work harder for less. Because you can't command premium prices, you have to take more projects to make ends meet. More projects means less time per project. Less time means lower quality. Lower quality means you can't raise your prices. It's a death spiral.

You stay stuck. Without visibility, you don't get referrals. Without referrals, you don't grow. Without growth, you can't invest in your business or your craft. You're running in place while watching less talented people zoom past.

You lose your love for the work. This is the worst tax of all. When business is a constant struggle, when clients don't appreciate you, when you're undercharging and overdelivering, the joy drains out. The thing you built your life around becomes the thing you resent.

That's the invisibility tax. And you've been paying it for too long.

## **The Way Out**

Here's the good news: Invisibility is a choice. Which means visibility is also a choice.

You don't need to become an influencer. You don't need to dance on TikTok or turn your life into content. You don't need to be loud or extroverted or shameless about self-promotion.

You just need to stop hiding.

Stop posting products without context. Stop describing what you do without explaining why it matters. Stop letting your work speak for itself while you stay silent.

Start showing up as the wizard behind the magic. Start telling the stories that only you can tell. Start claiming the expertise you've spent years building.

That's what the rest of this book is about. I'm going to show you exactly how to step out of the shadows and into the spotlight — without compromising who you are or becoming someone you're not.

But first, you need to know where you stand.

## **Do This Now**

**Calculate Your Invisibility Score**

Open your Instagram, your website, your LinkedIn — wherever you showcase your work. Look at your last twenty posts or portfolio pieces.

For each one, ask: Does this show ME, or just my work?

Count how many times you appear — not your products, but you:

- Your face
- Your voice or perspective
- Your story or background
- Your process or thinking
- Your opinions or beliefs
- Your "why"

Now count how many are just product shots with minimal captions.

Divide the first number by twenty. That's your visibility percentage.

If it's below 30%, you're a ghost. If it's below 50%, you're fading. If it's above 70%, you're on the right track.

Write down your number. We're going to change it.

Because you didn't become a wizard to haunt your own business.

You became a wizard to be seen casting spells.

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## Ready to Stop Hiding?

This is just Chapter 1.

The full book gives you the complete framework to transform from invisible vendor to recognized expert — including exercises, stories, and step-by-step strategies you can implement immediately.

Get the full book:

## "Quit Selling Your Shit!"

Available at [GamifyBusiness.com](http://GamifyBusiness.com)

*Signed editions, \$20 — cheaper than anywhere else.*

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Not sure which wizard you are?

## Find Your Class

[GamifyBusiness.com/quiz](http://GamifyBusiness.com/quiz)

10 minutes. Get your class, your Gamify Business playing card, and a free deep dive on how your class wins at the business game.