

# THE 97 RULES

of the Dead Rich Society



№1. Never explain your wealth.

№2. Never justify your silence.

№3. Never arrive on time — arrive when you decide.

№4. Never own anything that speaks louder than you.

№5. Never wear a watch that needs winding.

№6. Never fly with people who clap when the plane lands.

No7. Never buy art that needs a title.

No8. Never keep friends who count your money.

No9. Never drink alcohol that comes in colors.

No10. Never live in a city that needs to advertise itself.

No 11. Never apologize for being late if you're paying.

No12. Never tip in percentages.

№13. Never own a car that can't disappear in any country.

№14. Never trust a man who leases his lifestyle.

№15. Never celebrate your birthday after 30.

№ 16. Never take a photo with someone who asked for it.

№17. Never buy round-trip tickets.

№18. Never keep receipts.

№19. Never say how much something cost.

№20. Never own anything with a logo visible from 10 meters.

№21. Never answer “how are you” with more than one word.

№22. Never use hotel shampoo.

№23. Never stay in a hotel that has a name.

№24. Never lend money you expect back.

№25. Never borrow money you can't lose.

№26. Never discuss your net worth. Ever.

№27. Never own a yacht smaller than 80 meters.

№28. Never fly commercial after your first child is born.

№29. Never have a LinkedIn profile.

№30. Never shake hands for longer than 1 second.

No31. Never wear sunglasses indoors unless you're blind.

No32. Never buy property with neighbors.

No33. Never keep cash in one country.

No34. Never tell your children how much they'll inherit.

No35. Never own a phone number that rings.

No36. Never read comments.

№37. Never explain your absence.

№38. Never celebrate New Year's Eve after 2019.

№39. Never sit with your back to the door.

№40. Never trust a man who drives a clean car.

№41. Never wear sports clothes outside sports.

№42. Never own more than 7 black suits.



No43. Never keep trophies.

No44. Never have a “favorite” anything.

No45. Never answer unknown numbers.

No46. Never use the word “hustle”.

No47. Never take advice from someone poorer than you.

No48. Never give advice to someone richer than you.

№49. Never buy wine younger than your youngest child.

№50. Never own a TV larger than 15 inches.

№51. Never use the word “blessed”.

№52. Never post your location.

№53. Never use first names with staff.

№54. Never fly economy even if it's free.

№55. Never own books you haven't read twice.

№56. Never keep flowers that die

№57. Never wear perfume that anyone can name.

№58. Never own a pet that needs walking.

№59. Never use the word "networking".

№60. Never celebrate promotions.

№61. Never keep clothes from last season.

№62. Never use alarm clocks.

№63. Never own anything turquoise.

№64. Never say “my friend” when you mean employee.

№65. Never use Uber Black.

№66. Never own a second home you visit.

№67. Never keep photos from before 25.

№68. Never use the word “journey”.

№69. Never own a watch that beeps.

№70. Never explain why you left the party early.

№71. Never use cash in your home country.

№72. Never own a company with your name on it.

№73. Never keep awards.

№74. Never use the word “grind”.

№75. Never have a “type”.

№76. Never own art that matches the sofa.

№77. Never use the word “manifest”.

№78. Never keep champagne younger than  
10 years.

No79. Never own a phone with a case.

No80. Never use the word “vibes”.

No81. Never own a pool you swim in.

No82. Never say “I deserve this”.

No83. Never keep score.

No84. Never use the word “level up”.

№85. Never own a mirror in the bedroom.

№86. Never explain your scars.

№87. Never use the word “boss”.

№88. Never own plants that need sunlight.

№ 89. Never say “cheers” before drinking alone.

№90. Never use the word “energy”.



No91. Never own a flag.

No92. Never keep promises you made when poor.

No93. Never use the word “humble”.

No94. Never own anything red.

No95. Never say goodbye.

No96. Never hope.

No97. Never come back.

These are only the first 97.

The remaining 903 are  
reserved for the  
Inner Circle.