

# 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.

№7. Never buy art that needs a title.

№8. Never keep friends who count your money.

№9. Never drink alcohol that comes in colors.

№10. Never live in a city that needs to advertise itself.

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

№12. 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.

№31. Never wear sunglasses indoors unless you're blind.

№32. Never buy property with neighbors.

№33. Never keep cash in one country.

№34. Never tell your children how much they'll inherit.

№35. Never own a phone number that rings.

№36. 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.

№43. Never keep trophies.

№44. Never have a “favorite” anything.

№45. Never answer unknown numbers.

№46. Never use the word “hustle”.

№47. Never take advice from someone poorer  
than you.

№48. Never give advice to someone richer than  
you.

Nº49. Never buy wine younger than  
your youngest child.

Nº50. Never own a TV larger than 15 inches.

Nº51. Never use the word “blessed”.

Nº52. Never post your location.

Nº53. Never use first names with staff.

Nº54. 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.

№79. Never own a phone with a case.

№80. Never use the word “vibes”.

№81. Never own a pool you swim in.

№82. Never say “I deserve this”.

№83. Never keep score.

№84. 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”.

№91. Never own a flag.

№92. Never keep promises you made when poor.

№93. Never use the word “humble”.

№94. Never own anything red.

№95. Never say goodbye.

№96. Never hope.

№97. Never come back.

These are only the first 97.

The remaining 903 are

reserved for the

Inner Circle.