

Rules of the Rich:

Seven Steps Toward Serious Wealth

What drives wealthy people to keep growing their wealth? Among successful business owners who want to be wealthier, 94% say it's because that would enable them to make sure their loved ones were financially taken care of. And more than 70% of this group are tremendously charitably inclined. So they see more wealth as a way to do greater good on a small and large scale.*

So, how do they do it? Wealth-building isn't about a single number—it's about using the right strategies. This set of seven rules used by people who earned their significant wealth (as opposed to inheriting it) encapsulates the key mindsets, strategies and tactics that can potentially make you seriously wealthy. These were identified by Russ Alan Prince, a leading authority and consultant in the area of private wealth who has worked closely with ultra-wealthy families and individuals for more than three decades.

The Seven Rules

1. Commit to Wealth

Start with a clear decision to prioritize building wealth. A strong focus helps align your efforts with financial goals.

2. Find Win-Wins

Look for opportunities where your goals align with others'. Helping others succeed often boosts your success as well.

3. Be Where the Money Is

Pursue high-earning fields or entrepreneurial paths. These typically offer more potential than traditional jobs.

4. Reward the Right People

Pay fairly—whether with money, equity, or other incentives—to foster loyalty and performance.

5. Build a Powerful Network

Focus on deep, impactful relationships with a few key people who can open doors and create opportunities.

6. Learn from Failure

Mistakes happen. Instead of fearing failure, use it as a tool to improve, adjust, and grow stronger.

7. Focus on Your Strengths

Know what you're great at and stick to it. Avoid distractions that don't align with your expertise or goals.



Important Note

Make it work for you. You don't need to follow every rule perfectly. Start by identifying how much wealth you need to live comfortably and meaningfully. Then apply the rules that fit your goals. Even small changes can put you on a path to greater financial success.

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* Source: Russ Alan Prince and John J. Bowen Jr., *Becoming Seriously Wealthy: How to Harness the Strategies of the Super Rich and Ultra-Wealthy Business Owners*, AES Nation, 2017.