

FAILURENAIRE



Failurenaire: How to Marry Rich Checklist

"Because if you're not gonna build wealth... you might as well marry into it."



Mission Objective:

You're broke. You're clueless. But you've got **just enough delusion and Axe body spray** to convince someone with a trust fund that you're "different."

Let's turn your **6-pack of Busch Light and emotional damage** into a diamond ring and a prenup you'll never read.



The Official Step-by-Step Checklist to Marrying Rich

1. 🌐 Go Where the Money Is (Not Applebee's Happy Hour)

Checklist:

- Ditch your local bar with \$4 Fireball shots and **go upscale**
- Places to haunt:
 - Equinox or luxury gyms (skip leg day but wear tight joggers)
 - High-end coffee shops (order espresso, pretend you write screenplays)
 - Charity galas (lie and say you're "in philanthropy")
 - Whole Foods juice aisle

- Country clubs (sneak in through the tennis entrance)
 - Art galleries (nod thoughtfully at blank canvases)
 - Avoid: Buffalo Wild Wings, pawn shops, your cousin's DJ set at Applebee's
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2. Upgrade Your Jabroni Wardrobe

You don't need Gucci. You need **Target's "Date Night Collection" worn with confidence.**

Checklist:

- Get one good blazer — wear it everywhere
 - Invest in loafers that don't have visible toe prints
 - Buy a watch — doesn't matter if it works
 - Pop the collar if you're over 30 and fully committed to chaos
 - Keep deodorant and mints on you at all times. **You are not rich — you need to *smell* like it.**
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3. Create a Fake but Believable Backstory

You need just enough mystery to sound elite, but not enough details to get fact-checked.

Checklist:

- Say you "consult for startups" — no one knows what that means
- Refer to your past as "complicated but rewarding"
- Use vague rich-people phrases like:
 - "My family has land."

- “I used to summer in Nantucket.”
 - “I’m between ventures right now.”
 - Never explain what you *actually do*
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4. 📖 Master Rich-Person Small Talk

Rich people don’t talk about rent or fantasy football. Learn their language.

Checklist:

- Watch 10 hours of “Succession”
 - Talk about “real estate” even if it’s a storage unit
 - Know at least 3 wine varietals (or fake it: “I’m more of a cab sauv guy”)
 - Say “What are you into these days?” instead of “What do you do?”
 - Drop phrases like:
 - “I just got back from Aspen”
 - “You know, generational wealth is a responsibility”
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5. 🧘 Develop a "Rich Aura"

This is where jabronis fail. You must *look* like money, even if you’re Ubering to the Ritz from your buddy’s couch.

Checklist:

- Walk slowly. No one rich is in a rush.
- Always act like you’re about to close a deal — even if it’s just a DoorDash order.
- Smile like your trust fund is 6 digits deep

- Never check prices — just squint and nod
 - Always have a crisp \$20 for tipping. It's not for the server — it's for your image.
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6. 💖 Target the Right Kind of Wealthy Person

Checklist:

- Aim for someone with **"old money boredom"**, not "new money hustle"
 - Bonus if they're:
 - Recently divorced
 - On a spiritual healing journey
 - In therapy for "emotional unavailability"
 - Beware of:
 - Crypto millionaires (they're broke now)
 - Instagram models (they're more broke than you)
 - MLM bosses (you'll end up selling shampoo)
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7. 🧐 Date Like a Professional Parasite

You're not here for fun. You're here for **financial survival disguised as passion**.

Checklist:

- Nod a lot. Ask questions. Say "you're so inspiring."
- Laugh at bad jokes like they're TED Talks
- Be vulnerable just enough to seem "deep"

- Never admit your actual job (or lack of one) until marriage
- Pretend to like **whatever hobby they're into**: polo, candle making, alpaca yoga, whatever.

8. Lock It Down

This is the final boss level.

Checklist:

- Drop hints like: “I’ve never met someone like you” and “I could see myself settling down.”
- Get “accidentally” caught looking at engagement rings
- Cry during a rom-com to prove you have “depth”
- Meet the parents and act like you own land
- If prenup comes up, just nod and say “of course” while screaming inside



Final Scoring (Optional Chaos):

Effort	Gold Digger Rank
1–3 steps completed	 Weekend Bro — You’re just browsing brunches.
4–6 steps completed	 Mid-Tier Clinger — They <i>might</i> let you move in.
7+ steps completed	 Elite Parasite — You’re two brunches away from beachfront property.

Final Thoughts from the Failurenaire:

Marrying rich isn't about being attractive — it's about being **presentable**, **pliable**, and **slightly dangerous with charisma**. Do it right, and you'll be eating lobster while making TikToks from your "partner's" boat. Do it wrong, and you're back on Tinder telling people you "almost made it on Shark Tank."

Either way — we support you!