



Solid Base
House

AN INSIDER'S PLAYBOOK

Rich People Don't Explain

The 51 unwritten rules of making serious money

Tu Weixin

English edition

Solid Base House

PUBLISHED UNDER LICENCE · ALL RIGHTS RESERVED





Solid Base House

Rich People Don't Explain

The 51 Unwritten Rules of Making Serious Money

Original Chinese text by Tu Weixin.

English edition prepared and published by Solid Base House. Publisher:
Ludovic Chan.

© 2026 Solid Base House. All rights reserved. The copyright in the original Chinese work remains with its author. No part of this English edition may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without the prior written permission of the publisher, except for brief quotations in reviews.

The views expressed are the author's own and are offered for general information. Nothing in this book constitutes financial, legal, or professional advice. Names of companies and public figures are used for illustration only. Examples and figures reflect the author's experience in the Chinese market at the time of writing.

First English edition, 2026.

Contents

- 1 Making Money Was Never About Getting Rich Overnight
- 2 Why Does a Person End Up Broke and Beaten?
- 3 Ms. Tu, How Do I Market? How Do I Make Money?
- 4 Why Should You Never Earn Money From the Poor?
- 5 How Do You Become a Boss Who Makes Serious Money?
- 6 How Do You Get Rich Fast?
- 7 Why Are So Many People Busy and Still Not Making Money?
- 8 What's the Money-Making Method I'm Most Obsessed With?
- 9 How Do You Run a Startup on Mao's Three Military Principles?
- 10 The Ten Most Common Mistakes in Business
- 11 How Do the Masters Use People?
- 12 What's the Simplest Way to Change Your Fate?
- 13 How Do You Put the Masters' Information, Networks, and Resources to Work for You?
- 14 Making Money Means Delighting the Customer. So How Do You Delight Them?
- 15 Always Put the Customer's Needs First
- 16 Why Do People Who Fight Human Nature Die Poor?
- 17 Four Things Every Money-Making Boss Must Have
- 18 How Long Does It Take to Earn a Million a Year?
- 19 A Boss's First Competitive Edge Is Change
- 20 How Does the Leader Run the Whole Board?
- 21 Six Hard-Won Lessons on Building a Business
- 22 Why Do the Children of the Rich Mostly Coast?
- 23 The Habits of Students Who Earn a Million a Year
- 24 Founders and Employees Are Two Different Species
- 25 Why Deal Only With High-End Customers?
- 26 Why Saving Is Meaningless If You Earn Under 300,000 a Year
- 27 What Kind of Writing Rakes in the Most Money?
- 28 Let's Talk More About How to Monetize Like Mad
- 29 Ms. Tu, How Do I Hold On to the Benefactor in My Life?
- 30 We Are Wolves That Eat Meat. We Must Raise Our Income Like Mad
- 31 What Are the Unwritten Rules of Making Money?
- 32 Only the Awakened Earn Extraordinary Profits
- 33 How Do You Earn 100,000 a Day?
- 34 Faced With So Many Fleecing Schemes, I Choose Silence
- 35 The Secret of Making Money: Don't Take the Road That's There, Don't Look at the Lamp That's Lit
- 36 How Is a Master of Collecting Money Forged?
- 37 How Do You Cultivate Yourself Into a God Among the Multitude?

- 38 Make Money Where It's Busy; Cultivate the Heart Where It's Quiet
- 39 The "Inside Story" the Rich Never Want to Tell
- 40 In Life, There's No Way Out but to Keep Charging Forward
- 41 Stick With Anything for 90 Days and the Answer Comes on Its Own
- 42 Making Money Means Thinking About How to Rule the World
- 43 How Do You Make Your Income Leap Within Three Years?
- 44 What's the Secret to Getting Customers to Pay of Their Own Accord?
- 45 Take Business Far Enough and You Come to Understand Heaven's Way
- 46 What's the Secret of Money That Grows the More You Spend?
- 47 Fate Means Taking the Initiative, Not Waiting to Be Overtaken
- 48 My Notes on Making Money
- 49 How I Built a Personal Brand and Made It Pay
- 50 The People at the Top of the Pyramid All Got There by Being Shameless
- 51 How Does a Person Become Formidable? Every Step Leaves a Trace

Making Money Was Never About Getting Rich Overnight

1. Making money comes down to a way of thinking and relentless doing. Work, work, work.
2. What did WeChat sellers rely on to make money in the old days?
Looking rich.
What do they rely on now?
Delivering value.
3. People who love flaunting wealth aren't necessarily wealthy. To a large degree, 90% of the people who show off are using conspicuous spending to "compensate" for a poor past. A kid who grew up broke, then built a business and made it, will spend like mad, because he foolishly believes that every expensive purchase is a badge of success. He is trying to spend his way out of a humble background. Subconsciously, he wants to re-write the past. It is pointless. Nobody can change history. People like this need ever more money to paper over the wounds childhood left on them. They weren't born with a silver spoon, so they use displays of wealth to cut themselves off from the memory of being poor.
4. Never judge a person's true character or true wealth by what they buy. Someone carrying a Louis Vuitton bag isn't necessarily worthy of one. As Shakespeare put it: all that glitters is not gold.
5. Making money was never about getting rich overnight. For ordinary people like us, making money is a marathon, long and grinding. What the race tests is persistence, resolve, brains, thinking, and breadth of experience. Then you stay in your lane, year after year, walking one road all the way to the end, and that is how remarkable wealth gets built.
6. How do I spend my money day to day?
40% of daily income goes to living and spending.
40% goes to learning and recharging my brain, including courses and books.
20% goes into retirement savings for my parents.

Our parents are the root of everything we strive for. Their health and safety are our greatest blessing. Never let the speed at which you make money fall behind the speed at which your parents grow old.

7. Making money = solving problems. Solving problems = making money. The first step in solving a problem is spotting it. Why can't so many people see the problems in their own business? Too little exposure, and an arrogance that blinds them. Their whole understanding of money is basically wrong. Is making money about posting your car, your house, your dinners on WeChat Moments? No. It is about steadily delivering value to customers, diligently solving their problems, and honestly handling the after-sale service so that word of mouth builds, old customers keep coming back, and old customers keep bringing in new ones. Everything revolves around the customer.
8. Why have brick-and-mortar shops all turned into "experience stores"? Because to a customer, the product isn't the most important thing, and neither is the price. The experience is. An experience that makes life richer for them and their family is what matters most.
9. You must teach children to live frugally: no keeping up with the neighbors, no imitating, no showing off, and the ability to resist temptation. A child who grows up wasteful becomes an adult who lives for glitz and indulgence, and may end up financially dependent on the parents for life. If we fail at raising our kids, the second half of our own lives is finished too.
10. The single biggest factor in how much money we make is the environment around us. Different circles make money in different ways, in different amounts, with different levels of difficulty. So how do we make money? Catch the trend, get into a high-energy circle, learn from the top people, imitate them, and eventually surpass them.
11. Spend long enough among top people and you become one. The information gap inside a circle of top people is the biggest secret in making money.
12. The great irony of business today is that people have learned to fake being rich. Everyone around us is getting more restless. Open Moments and it's all motivational slogans and photos of cars and houses. Is it vanity? Saving face? Or fleecing the crowd? Before you've actually become wealthy and successful, does acting like a tycoon help you make money? No. What is success, really? The value you create for customers and for society. Don't waste your strength on the wrong things. Everything revolves around the customer. We get lost in appearances and forget the substance. To a customer, your luxury car and mansion mean nothing. All the customer wants is value. Want to stand out from the crowd? Let your value do the talking.

13. I economize on almost everything in daily life, except shoes. Why? Cheap, poorly made shoes are like a house built on a bad foundation: in the end they undermine the whole structure and the quality of your life. Buying a good pair of shoes is always a smart move. A solid foundation, comfortable and grounded. Ha.
14. Real marketing means spending your time and energy on the people who will generate the most profit. Don't over-persuade customers who aren't on your wavelength. Don't waste a single extra second on them.
15. Every day I spend a large amount of time studying marketing wisdom and money-making strategy.
16. To stay fiercely competitive in marketing you need a genuinely distinctive way of thinking. Marketing success isn't one great quarter; it's great results that keep coming.
17. Making money is mainly about attracting people who can pay, not people who are down and out with nowhere left to turn. People who are down and out should get a job, not start a business, because the odds of a startup succeeding are far too low. The people I attract now are already successful, which makes both the selling and the after-sale service effortless. Attract people who have already made it, so that strength joins with strength.
18. My biggest lesson in all these years: once you find an opportunity, dig into it and keep digging, keep deepening, keep scaling it. A person who runs dozens of projects at once, or chases every hot trend, will always earn less than someone who stays in one industry and drills down, and the difference can be tens of times over. Too many projects, too little of you to go around. In the end nothing gets done well, and your resources never concentrate or compound.
19. How do you pull ahead of other people with ease? One or two hours a day of learning and thinking beats ten hours of aimless work.
20. Live without a goal and you'll fret over trivia all day. Quietly set yourself a goal that has no competitors. Time moves too fast. Waiting tends to make us stupid.
21. Why are some people not interested in making money? They have never experienced what money buys. When I had no money I washed the dishes and swept the floor myself. When I started earning, the house got a dishwasher and a robot vacuum and my time was suddenly free. Experience is the best teacher. When you buy something, just buy the brand. Don't believe "cheap and good." Once you've used the brand-name product you

stop fiddling around and stop wasting money on trial and error. Pay for the brand out of habit and you'll rarely be left in tears. Gamble on the odds out of habit and you'll never experience anything good in your whole life.

22. Whatever you encounter, integrate it. Whatever you integrate, digest it. Whatever you digest, connect it. Whatever you connect, let it strengthen you. A person carrying a vow like that through the world: does he still have competitors? Some say the true life is plain, calm, and unhurried. The plain, calm, unhurried life I see is a road of flashing blades and blood. A life anyone can easily copy? I always steer clear of it. I still want to do something with real fire in it. For instance, I really want to know what it feels like to earn 30 million a year. They all say I've lost my mind. Yes, I have. That's why there are fewer competitors.
23. Conventional thinking only produces conventional income. Only by smashing the old system can we see the so-called future. And the so-called future is nothing more than how much money you can make right now. Make a lot of money right now, and you have a future.
24. Poverty makes people stupid. Keep making money, and making money, and making money, and you become sharp and quick, because money only deals with sharp, quick people. Why pay to learn? What's free never gets learned. Money is energy in motion. Paying makes you focus. For anyone with limited resources, subtraction is a vital business principle. The method that suits ordinary people is to concentrate your time and your money on one thing. Starting today, cut all the pointless socializing, treasure your time, and guard your core energy. For an adult, making money is growing up.
25. If you never spend money with the best in your industry, you'll never run your own business well, because your peers and firsthand experience are the best teachers. Go and experience good things, great things. Once your own experience is upgraded, all your after-sale service upgrades with it. When customers experience our product and service and get hooked, then that product and that service become a money machine that runs itself.