

# **Ferengi Rules of Acquisition**

## **As Completed by "Gelt" (a.k.a. Noel Green)**

Rule #1: Once you have their money, you never give it back.

Rule #2: The best deal is the one that brings the most profit.

Rule #3: Never spend more for an acquisition than you have to.

Rule #4: Time and Latinum are precious.

Rule #5: Always exaggerate your estimate.

Rule #6: Never allow family to stand in the way of opportunity.

Rule #7: Keep your ears open.

Rule #8: Small print leads to large risk.

Rule #9: Opportunity plus instinct equals profit.

Rule #10: Greed is eternal.

Rule #11: Even if it's free, you can always buy it cheaper.

Rule #12: Anything worth selling is worth selling twice.

Rule #13: Anything worth doing is worth doing for money.

Rule #14: Keep your family close; keep your Latinum closer.

Rule #15: Dead men close no deals.

Rule #16: A deal is a deal, until a better one comes along.

Rule #17: A contract is a contract is a contract: but only between Ferengi.

Rule #18: A Ferengi without profit is no Ferengi at all.

Rule #19: Satisfaction is not guaranteed.

Rule #20: He who dives under the table today, lives to profit tomorrow.

Rule #21: Never place friendship before profit.

Rule #22: A wise man can hear profit in the wind.

Rule #23: Nothing is more important than health, except money.

Rule #24: Latinum can't buy happiness, but you can sure have a blast renting it.

Rule #25: You pay for it, it's your idea.

Rule #26: As the customers go, so goes the wise profiteer.

Rule #27: There's nothing more dangerous than an honest businessman.

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Rule #28: Whisper your way to success.

Rule #29: Always ask, "What's in it for me?"

Rule #30: Talk is cheap, synthehol isn't.

Rule #31: Never make fun of a Ferengi's mother.

Rule #32: Be careful what you sell, it may do exactly what the customer expects.

Rule #33: It never hurts to suck up to the boss.

Rule #34: War is good for business.

Rule #35: Peace is good for business.

Rule #36: Neutrality is good for business.

Rule #37: If it's free, take it and worry about hidden costs later.

Rule #38: Everyone needs something.

Rule #39: Friendship is temporary; profit is forever.

Rule #40: She can touch your lobes, but never your Latinum.

Rule #41: Profit is its own reward.

Rule #42: What's mine is mine.

Rule #43: What's yours can be mine.

Rule #44: Never confuse wisdom with luck.

Rule #45: Expand or Die.

Rule #46: Make your shop easy to find.

Rule #47: Don't trust a man wearing a better suit than your own.

Rule #48: The bigger the smile, the sharper the knife.

Rule #49: Everything is worth something to somebody.

Rule #50: Gratitude can bring on generosity.

Rule #51: Reward anyone who adds to your profits so they will continue to do so.

Rule #52: Never ask when you can take.

Rule #53: Never trust anybody taller than you.

Rule #54: Never trust a Ferengi with bigger lobes.

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Rule #55: Advertise.

Rule #56: Be discreet.

Rule #57: Good customers are as rare as Latinum; treasure them.

Rule #58: There is no substitute for success.

Rule #59: Free advice is seldom cheap.

Rule #60: Keep your lies consistent.

Rule #61: Never underestimate the power of bribery.

Rule #62: The riskier the road, the greater the profit.

Rule #63: Share only what isn't yours.

Rule #64: You don't need a store front to set up shop.

Rule #65: Win or lose, there's always Huyperian beetle snuff.

Rule #66: Double the price, then sell it half off.

Rule #67: Always inspect the merchandise.

Rule #68: A little ear stroking goes a long way.

Rule #69: Ferengi are not responsible for the stupidity of other races.

Rule #70: Ferengi are not responsible for the stupidity of other Ferengi.

Rule #71: Close the deal, and then answer questions.

Rule #72: Never trust your customers.

Rule #73: If it gets you profit, sell your own mother.

Rule #74: Knowledge equals profit.

Rule #75: Home is where the heart is, but the stars are made of Latinum.

Rule #76: Every once in a while, declare peace. "It confuses the hell out of your enemies".

Rule #77: It's better to swallow your pride than to lose your profit.

Rule #78: When the going gets tough, the tough change the Rules.

Rule #79: Beware of the Vulcan greed for knowledge.

Rule #80: Greed is known by many names.

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Rule #81: There's a difference between being a coward and running away.

Rule #82: The flimsier the product, the higher the price.

Rule #83: Even the wealth of the Nagus started with one slip of Latinum.

Rule #84: A friend is not a friend if he asks for a discount.

Rule #85: Never let the competition know what you're thinking.

Rule #86: When the odds are against you never give up; just quit.

Rule #87: A friend in need means three times the profit.

Rule #88: It ain't over 'till it's over.

Rule #89: Ask not what your profits can do for you, ask what you can do for your profits.

Rule #90: The Divine Treasury awaits.

Rule #91: Hear all, trust nothing.

Rule #92: There are many paths to profit.

Rule #93: Act without delay! The sharp knife cuts quickly.

Rule #94: Females and finances don't mix.

Rule #95: Prejudice only eliminates customers.

Rule #96: For every Rule, there is an equal and opposite Rule (except when there's not.)

Rule #97: Enough... is never enough.

Rule #98: Every man has his price.

Rule #99: Trust is the biggest liability of all.

Rule #100: If they take your first offer, you either asked too little, or offered too much.

Rule #101: The only value of a collectible is what you can get somebody else to pay for it.

Rule #102: Nature decays, but Latinum lasts forever.

Rule #103: Sleep can interfere with negotiations.

Rule #104: Faith moves mountains of inventory.

Rule #105: Don't trust anyone who trusts you.

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Rule #106: There is no honor in poverty.

Rule #107: A warranty is valid only if they can find you.

Rule #108: Don't buy what you can't sell.

Rule #109: Dignity and an empty sack is worth the sack.

Rule #110: Playing dumb is often smart.

Rule #111: Treat people in your debt like family, exploit them [ruthlessly].

Rule #112: Never have sex with the boss' sister.

Rule #113: Always have sex with the boss.

Rule #114: The one in power defines morality.

Rule #115: The best contract always has a lot of fine print.

Rule #116: There's always a catch.

Rule #117: Profit is the better part of valor.

Rule #118: There is no profit in revenge.

Rule #119: Never judge a customer by the size of his wallet, sometimes, good things come in small packages.

Rule #120: Borrow on a handshake, lend in writing.

Rule #121: Everything is for sale, including friendship.

Rule #122: Do not forsake your profits and they will watch over you.

Rule #123: Even a blind man can recognize the glow of Latinum.

Rule #124: Diligent hands bring wealth.

Rule #125: You can't make a deal if you're dead.

Rule #126: Count it.

Rule #127: Stay neutral in conflict so that you can sell supplies to both sides.

Rule #128: Secrets are commodities, sell them.

Rule #129: The fear of poverty is the beginning of knowledge.

Rule #130: Never pay for sentiment, always charge for it.

Rule #131: Information is profit.

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Rule #132: Never take no from someone who wasn't authorized to give you yes.

Rule #133: Only those ideas that lead to profit are good.

Rule #134: One good turn requires another.

Rule #135: Never trust a beneficiary.

Rule #136: Seek profit first and everything else will follow.

Rule #137: Everything is negotiable.

Rule #138: Wealth brings satisfaction.

Rule #139: Wives serve, brothers inherit.

Rule #140: Better great treasure with trouble than peace with poverty.

Rule #141: Only fools pay retail.

Rule #142: There's no such thing as an unfair advantage.

Rule #143: Risk is part of the game... play it for all it's worth.

Rule #144: There's nothing wrong with charity...as long as it winds up in your pocket.

Rule #145: A little and often fills your pockets.

Rule #146: Necessity is the mother of invention. Profit is the father.

Rule #147: In all worthwhile labor there is profit.

Rule #148: Wealth enables experience.

Rule #149: Profit is encouragement to industry and enterprise.

Rule #150: The way to become rich is to put all your Latinum in one sack, then watch the sack.

Rule #151: The man is richest who's pleasures are cheapest.

Rule #152: A lie is a way to tell the truth to someone who doesn't know.

Rule #153: Sell the sizzle, not the steak.

Rule #152: Work hard so you don't have to.

Rule #153: When you have only 2 slips of Latinum left, buy bread with one, and bet the other.

Rule #154: Pain passes, but profits remain.

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Rule #155: Power is 50% what you have and 50% what people think you have.

Rule #156: Rainy days are good for business.

Rule #157: Common sense is the collection of the customer's prejudices.

Rule #158: The first principle of a rigid businessman is to always be flexible.

Rule #159: There are no creeds in mathematics.

Rule #160: Happiness is not mere possession of profit, but joy of acquisition.

Rule #161: Beyond the mountains there are more mountains.

Rule #162: Even in the worst of times, someone turns a profit.

Rule #163: When a friend makes profit, you don't.

Rule #164: Life does not guarantee equality of conditions, only of opportunity.

Rule #165: Never let your sense of morals get in the way of opportunity.

Rule #166: The success of any great transaction does not depend on odds.

Rule #167: Earning is not only a duty it's a privilege.

Rule #168: Whisper your way to success.

Rule #169: Competition and fair play are mutually exclusive.

Rule #170: The hand that feeds could be bitten.

Rule #171: Blood is thicker than water, and Latinum is thicker than both.

Rule #172: Chances aren't what they used to be.

Rule #173: Dream, plan, believe, act.

Rule #174: If you can't buy it, find someone who can.

Rule #175: Gratitude is expensive.

Rule #176: The wind always favors the best navigator.

Rule #177: Know your enemies... but do business with them always.

Rule #178: Power, leisure, and liberty are all words for profit.

Rule #179: Opportunity may bring profit, friendship rarely does.

Rule #180: Never discuss an opportunity with someone wealthier than you.

Rule #181: Not even dishonesty can tarnish the shine of profit.

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Rule #182: The cost for profit is never too high.

Rule #183: When it's a question of profit, everyone is of one belief.

Rule #184: In the middle of difficulty lies opportunity.

Rule #185: Small opportunities are often the beginning of great enterprises.

Rule #186: There is no security, only opportunity.

Rule #187: The philosophy of one is the common sense of another.

Rule #188: A fool and his money are the best customer.

Rule #189: Let others keep their reputation. You keep their money.

Rule #190: Hear all, trust nothing.

Rule #191: A Ferengi waits to bid until his opponents have exhausted themselves.

Rule #192: Never cheat a Klingon... unless you're sure you can get away with it.

Rule #193: Restlessness and discontent are the first necessities of desire.

Rule #194: It's always good business to know about new customers before they walk in your door.

Rule #195: You can't jump a 20 foot gorge in two 10 foot jumps.

Rule #196: Listen to advice; then do what you want anyway.

Rule #197: Pick battles big enough to matter, but small enough to win.

Rule #198: You can't shake hands with a fist.

Rule #199: The universe is not as difficult to comprehend as a Vulcan.

Rule #200: A Ferengi chooses no side but his own.

Rule #201: Wisdom consists of the anticipation of costs and consequences.

Rule #202: The justification of profit is profit.

Rule #203: New customers are like razor-backed Gree-worms... They can be succulent, but sometimes they bite back!

Rule #204: It takes a Ferengi to cheat a Ferengi.

Rule #205: Trust can be expensive.

Rule #206: Distrust can be expensive.



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Rule #207: Sense without education is better than education without sense.

Rule #208: Sometimes the only thing more dangerous than a question, is an answer.

Rule #209: To many lobes spoil the deal.

Rule #210: Always be smarter than the people you hire.

Rule #211: Employees are the rungs on the ladder of success... don't hesitate to step on them.

Rule #212: You and your Latinum are all you've got.

Rule #213: Those who concede to sell for less understand the value of business.

Rule #214: Never begin a business negotiation on an empty stomach.

Rule #215: Profit may not bring happiness, but there is no happiness without profit.

Rule #216: Never gamble with an empath.

Rule #217: You can't free a fish from water.

Rule #218: Always know what you're buying.

Rule #219: Possession is 11/10 of the law.

Rule #220: Listen what they say while watching what they do.

Rule #221: Computers can only give you the answers.

Rule #222: The right to be heard does not automatically include the right to be believed.

Rule #223: Beware the man who doesn't make time for oo-mox.

Rule #224: Listen to your lobes.

Rule #225: Always follow one step ahead.

Rule #226: Learn the language; translators malfunction.

Rule #227: Emulation with profit is better than innovation with none.

Rule #228: Bid high and bid often.

Rule #229: Latinum lasts longer than lust.

Rule #230: If they're smarter than you, make them a lesser partner.

Rule #231: There's a customer born every minute; be sure you're the first to find each one.

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Rule #232: Deal only with select clientele. (Those who are rich and not so bright.)

Rule #233: Latinum doesn't grow on trees.

Rule #234: There's nothing wrong with a good delusion.

Rule #235: Duck; death is tall.

Rule #236: You can't buy fate.

Rule #237: It's good to want things, especially things you can't have.

Rule #238: How I handle my business is none of yours.

Rule #239: Never be afraid to mislabel a product.

Rule #240: Do it yourself and keep it yourself.

Rule #241: Never trust a hardworking employee.

Rule #242: More is good... all is better.

Rule #243: The more good will you can generate, the longer your customers stay.

Rule #244: Because something's priceless doesn't mean it's not worthless.

Rule #245: Benevolence is 50/50.

Rule #246: Innocence is expensive.

Rule #247: Don't negotiate with the underlings.

Rule #248: Profit is in the details.

Rule #249: Once it's sold stop selling.

Rule #250: Precious things are for those that can prize them.

Rule #251: Don't miss the opportunity by grabbing at the shadow.

Rule #252: Little steps may prove great profit.

Rule #253: Synthanol is the lubricant of choice for a customer's stuck purse.

Rule #254: Better a fat slave than to starve free.

Rule #255: A wife is a luxury... a smart accountant, a necessity.

Rule #256: Accountants do not play the game; they only keep the score.

Rule #257: Despise the things you cannot have.

Rule #258: A slip in the hand is better than a bar in sight.

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Rule #259: Wealth not yours might well as not exist.

Rule #260: Life's not fair. How else would you turn a profit?

Rule #261: A wealthy man can afford anything except a conscience.

Rule #262: A verbal contract isn't worth the paper it's written on.

Rule #263: Never allow doubt to tarnish your lust for Latinum.

Rule #264: Distrust interested advice.

Rule #265: The customer is always right... until you get their Latinum.

Rule #266: When in doubt, lie.

Rule #267: If you believe it, they believe it.

Rule #268: Hold on to what you have, but plan for future luck.

Rule #269: Trying to please an enemy makes you the loser everytime.

Rule #270: In business deals, a disruptor can be almost as important as a calculator.

Rule #271: What we want is not always the most profitable.

Rule #272: Think twice before leaping once.

Rule #273: Don't waste your breath arguing with a Klingon; save it for the running you may have to do.

Rule #274: Consider your next transaction while counting your Latinum.

Rule #275: Foolish investment based on foolish advice is still foolish investment.

Rule #276: Overbooking is standard practice.

Rule #277: Anything worth fighting for is worth hiding from.

Rule #278: Appearances are deceptive. Dress above yourself.

Rule #279: Necessity knows no price.

Rule #280: If it ain't broke, don't fix it.

Rule #281: Greed cannot overreach itself.

Rule #282: The value of something is not in its use, but in its price.

Rule #283: An individual is smart, a group is not.

Rule #284: Deep down, everyone's a Ferengi.

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## **As Completed by "Gelt" (a.k.a. Noel Green)**

Rule #285: No good deed ever goes unpunished.

The Unwritten Rule: When no appropriate Rule applies, make one up!