'Death be not Proud' is a poem addressed to the personification of Death. The speaker highlights Death's false pride, his unearned reputation, and his shortcomings. Finally, the speaker suggests that Death is but a short sleep before we wake eternally, which logically means that Death then dies when the person 'awakes'. Further berating the personification of Death, the speaker points out the type of undesirable company he keeps: Poison, war and sickness. The speaker lists poppies and charms as things that can cause a peaceful sleep, which is better than what Death can offer. Linking the experience of sleep to death, he suggests that Death is merely a long sleep.