



How to Find Love

in Lithuania!



# How to FIND Love

IN

# Lithuania :

A SINGLE guy'S guide to SUCCESS IN  
Love & LiFe!

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...By THE DYNAMIC DUO



## WHY LITHUANIA?

Why not Portugal? Spain? Italy?  
Or the U.S.?

Because that's where we are - in  
Vilnius, the Beautiful-Women  
Capital of the World!

Seriously! Ex-pat guys all say so. Even local guys – and most local women as well - admit that if you're looking for beautiful women, this is the end of the road!

With so many beautiful women – on the streets, in clubs, in offices, in schools – guys' thoughts naturally turn to ... well, let's call it love. What results is a living laboratory for studying how those loving connections are made.

That's what this book is about – the hows and whys and ways of finding love in Lithuania.

But, whoa! You might ask about the not-so-beautiful women. There must be some. Right? They're a minority, but even they would score well in most urban areas. Each woman is beautiful in her own way!

Maybe it's the social pressure to look their best, like the rising tide that lifts all boats. It's hard to find a woman a guy wouldn't be pleased to be seen with – or caught with! (Even Lithuania's lovely lady president!)

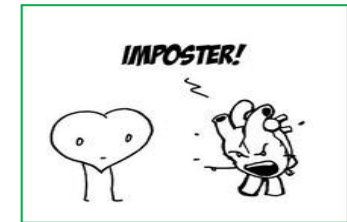
**One of the three Baltic States, Lithuania is bordered by Latvia, Poland, Belarus, Kaliningrad (Russia), and has the northernmost ice-free port on the Baltic Sea. Its territory once extended south to the Black Sea, but was reduced over the past 500 years or so by losses to its neighbors.**

## IT BEGINS WITH COMMUNICATING !

We talk about it, worry about it, study it. What we really want to know – forever, it seems – is how to be credible in saying, “Hi! I’d like to know you!” Maybe it’s meeting an attractive person on campus. Or in a bar. Or maybe it’s meeting your interrogators in a job interview. Or maybe it’s meeting a prospective client to introduce the product you represent. Whatever the scenario, it’s a matter of making yourself available, maybe even vulnerable, to begin a friendship.

But being available isn’t enough. What else is needed is the kind of karmic outreach that causes people to think, “Why not? Yes, let’s do it!” So what’s this karmic outreach? That’s what we want to share with you. It’s the real secret to success in love, at work, and in life.

MOST OF US DON’T DO IT WELL !



Some of us do, but we’re in a minority. Is it a genetic difference, or cultural? Is it about having the right parents? Or the right teachers? So many authors have written that we can improve this important social skill, it must be so.

Clues are to be found in the ability to get others to listen to us. Somehow, that involves responding to what they said, what they think is important, what they believe. Like being a mirror that reflects their best view of themselves. Two guys in Vilnius, strangers and twenty years apart in their ages, explained the mirror in essentially the same way:

**When it declared independence on March 11, 1991, Lithuania pulled the string that began the unraveling of the Soviet Union – a really heroic act by courageous people!**

## How to FIND LOVE in Lithuania...

“What women want,” they said, “is for guys to pay attention to them, to really listen to what they say. They want to feel important, and if you can give them that, they will give you what you want.”

“You have to make eye contact. You have to keep the conversation going by saying things like ‘That’s really exciting’ or ‘Tell me more about that’ or ‘That’s so cool!’ If you get interrupted, you need to be able to repeat the last three or four words they said to get them talking again.”

The dance seems to go this way: They talk, you listen. You

make them feel good about themselves, you score!

Some guys seem born with the ability to interact, to get accepted into groups



in thirty seconds or so, or to score with the girl next door or at the next table in the club. Maybe it comes naturally to them, or maybe they stand in front of a mirror and practice being sincere and convincing. Whatever, they acquire the basic tools to become effective communicators.

But others, most of the people, seem stuck in closets of their own making, not opening the door, not reaching out, not having fun, and not scoring in the great game of love and romance. Oh sure, they eventually (actually, pretty soon) get married, taking themselves out of the competition with the people who’re more effective.

**For nearly 1,000 years, Lithuania welcomed Jews. Prior to WW II, Vilnius was known as “the Jerusalem of the north.” Nazi and Soviet atrocities sharply reduced that population. Visits to the KGB Museum and the Tolerance Center in Vilnius are recommended.**

No wonder so many marriages fail so soon. You and we know why. Their ability to communicate failed first.

At its lowest level, communication is about making needs known, like a child asking for food or making others understand that it wants to pee or to get a toy. Children learn. Some adults seem not to!

Socialization conditions us to let others go first. Powerful people (parents, priests, and teachers) tell us to stand aside for their needs and schedules. In many ways, 'they' teach us that others are more important, and too often, we end up afraid to be powerful and responsible. We accept the messages of blame and shame and unworthiness that keep us from believing in ourselves. But...

*Belief in ourselves is the most important message we communicate.*

When you believe in yourself, it communicates! Women see it and respond positively! Women's radar also picks up uncertainty and lack of confidence, and it repels them!

Communication makes the difference! There is no social agenda, no work that cannot be improved with more effective communication, along with ease in meeting people, making friends, and drawing them to us.

Your ability to communicate is the beginning of charm. We communicate with every movement, every sound, and every word we speak.

Millions of people want to know "the secret," the way to be more persuasive and more powerful. They want to know how to have a better house, a better car, more money, how to be successful in love and life! And isn't it



sad that they think there's "a secret" to be bought in a bookstore or on the internet?

**Here's the "secret":** People want to know how to be happy, how to find the right mate, how to realize their potential, how to gain access to their feelings, and how to be at peace with themselves. If your fantasy life is oriented here, you want the same thing as millions of others. *You want to fit in, not stand out.* You want to be a copy-cat, an imitator, instead of discovering what makes you different. You are missing the fundamental question of success in life, at work and, along the way, finding the satisfying dance with a partner who adores you.

*What have you got that makes you unique? Interesting? Someone people want to know? The man or woman others gravitate toward? Want to have a drink with? Want to take home for the evening or the weekend or for life? Want to hire or promote?*

If you are reading this, you are wondering, is there a better way? Asking that kind of question is the beginning of discovering your uniqueness. We all have capabilities to do more, to get a better deal out of life, and not to be content with what we have so far. So, how do you develop those capabilities?

**The Soviet socialist model was replicated here – men trained to trades, women to professions. This de facto two-tier social system produced a happy hunting ground for male visitors.**

### BEGIN at the BEGINNING



You can do it if you don't give up, EVER, being willing to communicate with others, to know them, and to give them something precious. That precious something? That almost no one ever gets enough of?

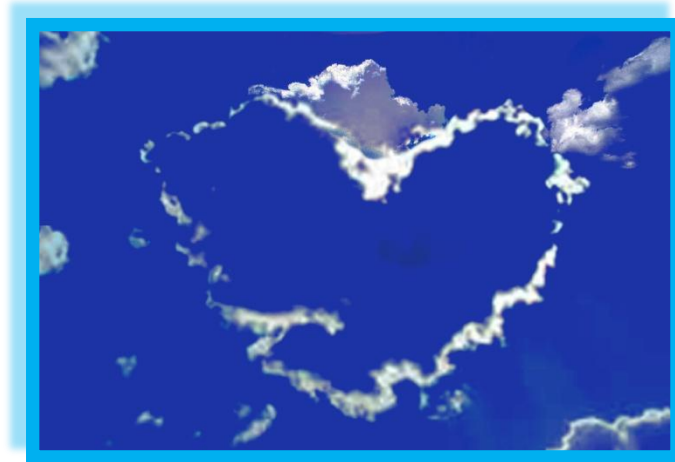
*Positive, caring feedback!*

It's telling them, by words, by facial expressions, by body language, that "I like you! You're interesting! I want to know you!" This is the first step in leading others to participate in the process of getting to know you! That's where positive, powerful relationships begin.

And that applies at work as well as in the quest for love!

When you saw this book, you weren't thinking about work. You hadn't thought of the connection between scoring in your personal life and winning at work. You probably hadn't thought that both processes are from the same fabric, requiring the same sensitivities and the same skills. You aren't alone. It's a reality that most people don't see.

With all this as background, let's get to the question, *how do you find love in Lithuania?*





## IN THE COMPANY OF WOMEN

If you pay attention, you must know it's all about women. Let's be honest. They get more easily into universities, they finish faster, they don't screw-up so much, and they clean-up their messes more quickly. So, in love, women have the power. Increasingly, you're likely to be working for a woman. They achieve power really fast. They have the T-shirt that says, "I have the p...y, so I make the rules!" Women aren't afraid to go out of country to learn, to stretch themselves. Guys, just look at Oprah, Hilary, or Angelina Jolie. They are the faces of a new world order, a new reality.

Lithuania is a vibrant country, full of assertive women, women who are ready to say no to years of submission. They're ready to make their own choices, to be more open to opportunities, and to avoid being a "throw-away" for some thoughtless guy.

Lithuania is also a country full of male immaturity, where many guys drink until they get drunk, get into fights, and slap women around. (Maybe this is universal?). Too many women talk about this for it not to be true. But the women are doing something about that abuse. A new type of woman is appearing. Just think what they will be in future, these Lithuanian women, prototypes of a universal standard that asserts, "Abuse and disrespect and indifference are not okay, and will not be tolerated!"



### How to FIND LOVE in Lithuania?

The same way you get ahead at work! Playing the game, understanding that the rules are changing. Not only are women different today, but businesses are, too, with different needs than yesterday, more open to anyone with the right skills, and the discipline to accept tough performance criteria. There are thousands of competitors and thousands of smart people -- just like you -- waiting for the chance to succeed.

See, it makes sense to establish a connection between women and business. How do you think you will find a good job or get ahead in the one you have, or even get love tonight if you don't understand this? If the world is different, if business is different, if women are different,

and you are playing by a set of rules that no longer work, what do you think?

Women have the power to decide if you score tonight or not, and how do you think women choose? They choose guys the same way companies choose their employees, and in all of those choices you will find the keys to success in business and the "secret" of making the love connection.

**IF YOU DON'T ASK, YOU DON'T GET!**

That's real life! If you look all night at the same pretty blonde sitting at the bar, imagine what will happen? Nothing! There's almost no chance she will come to you.

**Lithuanians are industrious, can-do people. They are praised for the quality of their work wherever they go to find better economic opportunities.**

The same in business - if you sit all day looking and wondering why your life isn't perfect. Yes, nothing will happen.

Some of you are thinking, "Yes, but I know a guy who goes to bars looking for girls. In just minutes, and he doesn't do anything, they come to him and he scores!" He says! But is that you, that guy?

Of course, that happens! Those guys, in real life, are the McDonalds, the Pepsi, the IBM, Macintosh, the You Tube, and the Google of the chase. They are more beautiful, more attractive, and of course they are the products that all the market wants. But they are a tiny part of the population. What about you?

Back to the bar: You're still there, looking at the same beautiful woman, and she smiles at you. But then, as you smile back, you see a bunch of guys coming down the bar.

They're looking at the same girl and laughing as they decide who will make the move on her.

**If beer is your drink, Lithuania is a dream destination! World-class beers at really friendly prices!**

It's time for action -- or are you going to get aced-out by this mob of late-comers? The solution you want -- going home with the girl -- depends on your ability to convince her that you are her best choice of the evening (even if it's still quite early). Like the Boy Scouts say, "Be prepared!" Be ready to tell your story, make your pitch, buy the drink, listen carefully, tell more of your story, and pay attention to her! Attendez-vous!

You must sound really confident, and present yourself in a way that demonstrates your strengths, that makes you unique and special to others and to yourself. These things define you, the winner of the competition.

If you don't know yourself, you don't get great jobs and you don't make the love connection. The competition will eat your lunch because they are more prepared to deal with real life. They can put your life on hold.

You will *not* end up with the girl you admired, the one who was smiling at you. If you stay in the bar, you're going to end up with the last girl on the dance floor, the one who is already drunk and ready to vomit. That happens all the time, like when your dream job is to become an actor and you end up selling tickets at the theatre. One thing is sure – you're in the movie business, but....

**Beyond its beautiful women, there is much to see and do in Lithuania that's culturally and historically unique. It's a seriously special place! Make the effort to get here. You'll be glad you did!**

### THERE ARE TWO TRACKS ON THE ROAD TO SUCCESS

We've covered one track – preparing yourself, learning yourself and your strengths. The second track is more difficult – you have to believe in yourself and the values that your story represents. If you don't believe in your story, you don't believe in yourself, and that *communicates* like you're wearing a flaming red scarf.

Someone said, "Luck favors the prepared!" America's famous Abraham Lincoln said if he had 8 hours to cut down a tree, he would spend 6 hours sharpening his axe.

More recently, Al and Laura Ries ([www.ries.com](http://www.ries.com)) in their book, *In Boardroom Wars*, make us think in a similar situation, the girl is waiting for someone confident to buy her a drink. She is setting up a contest. Guess what it's called?

### SURVIVAL OF THE FITTEST

If you're the first guy to approach her, you have more opportunities to connect and succeed. In business, if you're the first to see the client's unfilled need, you have a better chance to make the sale. That doesn't mean that you'll succeed -- just that you have the chance for the first refusal. If you wait for the right moment, like when the DJ or the band takes a break, you may find another guy chatting up the girl.

### Cutting to the CHASE

You need to be trucking on both tracks -- knowing how to package yourself and how to project your belief in yourself. A bad picture of yourself can kill opportunities

with the girl, in a job interview, while making a pitch for a major sale. A great Portuguese professor said, "I don't hire anyone who is unpleasant to be around!" And how long does it take to find out? "It only takes 30 seconds!" Because, as you know....

*First Impressions Count!* You've got 30 seconds to win or lose, and what counts is the package you're presenting. You start communicating with the girl (or the old professor) before you speak. When you do speak, do you come across as respectful, interesting, funny, a good guy? Or does she see a playboy, a macho user, a latter-day Casanova – in others words, a loser?

Guys, we're easy to read! If you get a tentative okay,



women will take in all your details – like what you’re looking at: your hands, gestures, haircut, clothes, smell - because all of that defines what you are in her mind. In companies, something similar happens. An HR manager echoed the old professor: “It just takes seconds to know whether you looking at gold or garbage!”

### **It's ABOUT Packaging YOURSELF**

If you were a car, what type of car would you be? A sports car, a pick-up, a convertible? (A transport van or a garbage truck?) Build yourself -- the image that you project -- like a car. Add details about what you do well, things you enjoy. Focus on times when you’ve been successful at work and at play.

The idea is to be your best self – authentic, and consistent with the things you like about yourself. Focus on qualities you possess that others have praised. Ease into the role you’re creating for yourself, bringing the best of the real you to the surface. In short, learn how to put your best foot forward so you can get past that crucial 30 seconds when you win or die in the eyes of the one you want to impress.

Package yourself with all the good material that belongs to you, and get ready to share it with the world. Understand that this takes time – and thought! And maybe making lists, creating small speeches, and practicing in front of a mirror, or testing your pitch with trusted friends (who will tell you when they’re not buying your story).

**Lithuania is a window into the mystique of Eastern Europe!**

To make this all easier, we have organized some steps, some guidelines, and some ideas to shape your preparation for the romantic quest. Speaking as book-writing authorities, we'll just call them facts!

**Fact #1:** Most women won't admit it, but their #1 Rule involves Me First. Me Only. Me Always. We know this is unrealistic. But rules are rules, and you ignore them at the risk of going home alone. Operationally, what this means is that you pay attention to them! No matter how strong the perfume of the passing lady, or how well she's packaged, *Do NOT Look!* Do not take your eyes off the lady you're chatting up. If you break your gaze to check out the passing chick, you're dead meat!

At work, it's the same. Your boss wants the same kind of locked-on attention as the girl in the bar. Looking at a

passing lady or a BMW pulling into the parking lot is bad form and may be taken as a sign of disrespect. Not good for the career!

**Fact #2:** Pay attention to anyone with whom you're speaking. Make it a habit to make and hold eye contact. Listen to them tell of their small victories and frustrations. When you pay attention, you'll notice that people's behavior changes. They'll smile when they see you. Notice new haircuts, new clothes, flowers on the desk – really, any reason to compliment them or tell them you've noticed them. That will lead them to appreciate you, and maybe they will be there when you need them. Make this a new habit, talking to males or females.



Then when you want to be your best with a stunning woman, or a prospective boss, the habit will be in place to work for you. As they say, “If you take care in the beginning, the end will take care of itself.”

**Fact #3:** The advantage goes to the guy who’s prepared. Know your opening gambits, the things you can say to the girl you’ve met before, to the girl you’re meeting for the first time, to your friend who’s introducing you to a new and lovely face. There aren’t an unlimited number of situations you’re going to encounter, so be prepared to be smooth in meeting the ones you can expect. And please – no fake CVs or business cards. If you know your story – the one you have developed for each likely situation – you will be smooth and effective and won’t communicate any off-putting nervousness. As you craft your stories, think

about what women want to hear. Or managers. What are you working on that your manager cares about? Be prepared to give a quick update on the project cost and schedule. You will be a star! Like, tell people what they want to hear!!!! About things important to them!

**Fact #4:** Don’t be predictable. Don’t use the same old lines that women and interviewers have heard before. Put yourself in the other’s position and imagine what you will sound like. Fresh and interesting? Or stale and boring? *If you pass the 30 second test, you have earned two minutes more.* Be creative and manage those two-minute situations. If you can survive that two minutes and create interest, you have a good chance to score points, even to win!





But to be able to respond creatively and flexibly, you've got to be loose, easy in your own shoes. Uptight guys can't reflex into friendly, credible, appealing individuals who get the date -- or the job!

**Fact #5:** Forget the "Six-Pack Abs." It takes a lot of time in front of a mirror to get those muscles to bunch and bounce. Unless a woman is a body-building fanatic, she's got to wonder about a guy who spends so much time in front of a mirror! Sure, it's nice to be fit, and not to have your gut hanging over your belt. But in truth, muscle-bound guys tend to have a limited world view – and there's not much to talk about beyond how much weight they can press. Be clean. Be neat. Look as though you dressed with care, but not to attract attention. Smart women and experienced interviewers can spot self-

absorbed guys a mile away, and if you strut those six-pack abs, you'd better be smart as well.

**Fact #6:** Be respectful. Just because you got past the two-minute hurdle and caught her attention, don't get careless. Don't let your vocabulary sink to locker room lows, and don't make smart-ass remarks about the great music they two of you are going to make. She may be connecting with you, but she's not out the door yet. Courtesy counts, and women are often fearful about the behavior you will demonstrate once you are off neutral territory. Don't create anxiety for her while you're still trying to sell yourself as a credible, decent guy. It only takes a few thoughtless words or gestures to have STOP



signs flashing behind her eyes. Even in male-male interview settings, this stuff is important. More than a few guys have lost opportunities because they forgot they were not in a peer-bonding situation.

**Fact #7:** Think before you ask! Some questioning is usual when two people are getting to know each other, but be sensitive. If you listen to her answers, you can get a feel for what's off-limits, the don't-go-there places in her experience. Forget about being the Grand Inquisitor or the hard-hitting district attorney. Steer the conversation away from sore points. Maybe it involves an ex-boyfriend or ex-husband or her 3-year-old daughter, but when it's time for you to know, she will tell you! Push too hard too soon for information and you will push her away. Even in job interviews. It's usual to want to know

about advancement opportunities, but push too hard and you get heard as not interested in the job being offered. Bye-bye! And finally, here, if you don't want your ego bruised, think before you boastfully ask, "Was it good for you?" She might respond, "Not particularly!" Not a great way to end the evening.

**Fact #8:** Timing is really important. Unless you're flying out to Rio in the morning, nothing has to happen tonight. There's always tomorrow or next weekend. But when the testosterone is boiling, guys too often come off like it's now or never – and never frequently is the result. What's the hurry? Are you in a contest with other studly guys to see who can score first? Are you hustling for a one-night



stand, or do you want to form a friendship? And if you score the one-night stand, is it really satisfying and with someone you'd like to introduce to your friends? Was it worth the effort? Quality or quantity? Which clock is ticking? It takes a while for bread to rise, for potatoes to bake, for water to boil. It takes a while for some women to say yes, but if you push them they'll say no. Even at work, it takes a while to learn the job and the people, and for the people to learn you. Push too hard and you wear out your welcome.


**Fact #9:** What you tolerate, you validate. If people are rude to you and you don't protest or walk away, you're saying it's okay to treat you that way. If people tell lies or don't meet you when planned or borrow money and don't repay it, what is that other than an assault on

yourself respect? One of the frequent casualties in the great boy-girl meat market is self respect – in Lithuania and everywhere. Lies and verbal abuse, using others as one-shot disposables, mocking the values associated with intimacy, being crude and crass in dealings with others, with no thoughts other than self-aggrandizement and personal pleasures – all do violence to self respect and ultimately to the soul. Soul? Whatever! That place that sometimes hurts for stupid things done and hateful things said and gives rise to nausea. The place that causes you to ask sometimes, "Is this really who I am?" At work there are rules and legislation to guide us, but not in the rough world of night clubs and excessive drinking and other reckless behavior. So maybe sometimes you need to ask yourself, "Is this okay, really?". And then act accordingly. Your gut won't lie to you.



## CONCLUSION

Maybe there's a 10th fact – that there's no substitute for common sense. But common sense has never been common, or we would see more of it around. Until we do, the nine facts, above, and the comments that preceded them should provide some pointers on finding love in Lithuania or wherever you happen to be looking.

Your authors certainly aren't spoilsports, blue-nosed guys involved in stripping the fun out of life. Instead, we think there's some value in being classy, in loving with integrity, and treating each other with respect. Who knows? We might be right in thinking that we've pointed out some really effective answers to the question, 'How do you find love in Lithuania?'.  


## ACKNOWLEDGEMENTS:

Top of the list is Steve Kayser, editor of Cincom's business e-zine, Expert Access ([ea@cincom.com](mailto:ea@cincom.com)). You can reach Steve at ([skbigm@gmail.com](mailto:skbigm@gmail.com)). Seth Godin provided a format and concept we sort of copied with his awesome free e-book, *What Matters Now* (<http://www.sethgodin.com>); and David Meerman Scott, energized both of us with his *World Wide Rave; Creating Triggers that Get Millions of People to Spread Your Ideas and Share Your Stories* ([www.davidmeermanscott.com](http://www.davidmeermanscott.com)). Without the inspiration provided by these three guys, this free e-book probably wouldn't have happened – nor the others we hope will follow! Also appreciated are our Lithuanian friends and colleagues who have contributed to the pleasures of our time here.

### MEET THE DYNAMIC DUO:

**João Pedro Coelho** came to Lithuania in 2008 as an exchange student from Portugal and completed his studies for a degree in Public Relations at ISMAI, in Porto. Now, while he is participating in a MBA program at Vilnius University and writing a master's thesis about marketing, he's also teaching those subjects (Public Relations and Marketing) at the College of Social Sciences. Pedro will leave Lithuania in 2011 for doctoral work at a yet-to-be determined university - to become a professor of business communication.

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**Dr. Woody Sears** came to Lithuania in 1998 as a volunteer consultant. His one-month assignment turned into three months, and he never returned to California. His time is divided among teaching, writing, and consulting – though there's not much of the latter since “In this buyer's labor market, there's not much

interest in the values reflected in this e-book.” In 2007-8, HRD Press in the U.S. published six of his management texts (<http://woodysears.googlepages.com>); Woody is a regular contributor to Cincom's *ExpertAccess* business journal; and he enjoys cooking for lovely ladies and other friends.

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Dr. Woody Sears (left) and Pedro Coelho.

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