

Why should you listen Rick Serrano's "*All You Need is ... 10 Cherries*"

The times we live in are undeniably complex. The global geopolitical landscape is the most visible proof of this, but it is far from the only area where life has become more complicated. The world of love—our personal relationships—has also grown increasingly difficult to navigate. For more than 17 years, I have dedicated my work and research to understanding love relationships. During this time, I have coached dozens of individuals across different countries, helping them strengthen their relationships or find true love. I have worked with people from a wide range of backgrounds—different genders, cultures, racial identities, and economic situations—and throughout these years I have witnessed how dramatically the landscape of love has evolved. As we begin 2026, I clearly see five distinct phenomena that define today's complexity in personal relationships. Here is what I observe:

1. Right now, many people are making a sincere and determined effort to find true love. They invest time, energy, trust, and financial resources into this pursuit. Yet despite their commitment and goodwill, they struggle to find it. They are struggling to find worthwhile partners. What makes this even more striking is that these individuals are, in many cases, genuinely remarkable: interesting, often attractive, intelligent, financially independent people. Despite all these positive qualities, they face significant challenges in building meaningful romantic connections. I'm referring to a large group of people across a wide age range who, on paper, have everything in their favour. They are willing to invest time, energy, and resources into finding a meaningful partnership. Despite all their qualities and dedication, many are **not** succeeding.
2. Right now, there are countless individuals, organizations, and companies fully devoted to helping people identify potential partners. These range from matchmaking professionals to tech-driven platforms, each offering different models, services, and promises designed to help people find the love they've been searching for. Many of these individuals and companies operate with seriousness and integrity. They are genuinely trying to deliver real solutions to their clients. Yet despite their efforts, they are **failing—significantly and consistently**—to achieve the results people truly need.
3. Right now, there are millions of people signed up in the social media / AI-based platforms (the Tinders and Bumbles of this world), with the serious hope of finding someone with whom they could spend the rest of their lives in a truly fulfilling, enriching, beautiful love relationship. Over and over, these people are concluding that these platforms do not work. What is worse is that people are arriving to this conclusion after numerous disappointments, after long months of useless trying, and often after a lot of money wasted in countless, unproductive dates.
4. At this moment, thousands of people—especially women—are trapped in relationships where they are not happy, not fulfilled, and certainly not growing. In simple terms, they are deeply unhappy. And once again, I am referring to women who are, by every external measure, remarkable: beautiful, well-educated, intellectually engaging, financially independent, and genuinely pleasant to be with. These women fully understand that their current relationships will not improve. They are completely aware that the dynamics they live in will not meaningfully change. Many of them even know that their partners are unfaithful. Even worse, a significant number endure emotional violence or a constant pattern of rejection from the person who is supposed to love them. And yet, despite

knowing all this, many choose to stay. They hold on, hoping that something—or someone—will rescue them. Some describe waiting for a “white knight” to appear, instead of taking the difficult but necessary steps to leave a relationship that is clearly causing them harm. They remain, even when the evidence overwhelmingly shows that things will never get better.

5. Today, people who go on dates are increasingly frustrated with the partners they meet—even after investing significant time and effort in screening, matching, and preparing. Many tell me that the more carefully they evaluate potential candidates, the more disappointing those candidates turn out to be in real life. As a result, people are steadily losing hope that they will ever meet the right person. In our current times, even the *idea* of trying to find a partner generates high levels of stress and discomfort. Many are beginning to give up altogether, convinced they are better off staying alone. Dating is shifting from being a joyful, exciting, and engaging experience to becoming a high-stress, low-reward, demotivating activity that drains more energy than it gives.

The five phenomena described above have created a reality in which many people are simply giving up on love. These dynamics are, unfortunately, reinforcing the belief that true, honest, beautiful, long-lasting love is impossible—that it belongs to fairy tales rather than real life. What concerns me even more is that many of the people struggling in these situations have children. These children observe everything quietly, absorb their parents’ choices, and often learn the wrong lessons about love, relationships, and self-worth.

My name is Rick Serrano, and I believe—firmly and without hesitation—in true, honest, enriching, and long-lasting love. I believe love is the most important and most beautiful force in life. I spent years searching for it myself, and I know from experience that it is real and attainable. But today, more than ever, finding love rarely happens by chance. It is seldom a matter of simple luck or natural flow.

If what you truly want is real love, then you must begin with yourself. You need to make a sincere exercise of self-awareness: to understand where you are right now, to identify the kind of person who can genuinely make you happy, and to define a clear strategy for how to find the partner you seek. I am convinced it is possible. I am convinced that someone who is almost perfect for you exists. And I believe—with absolute certainty—that you can find that person.

To celebrate this coming Valentine’s season, I will be delivering my well-known talk ***“All You Need is 10 Cherries”***, where I explain my theory and offer practical, concrete advice to support you in your search for love. I will hold three sessions at my place in Contern on Saturday, February 7th, 2026, at: 10:00 AM, 3:00 PM, and 6:00 PM.

To reserve your seat, please send an email to **ricksserranoconferences@gmail.com**. The participation fee is €50, or €30 for students. Your ticket includes: Coffee and snacks in the morning session, Prosecco and snacks in the afternoon sessions, and a complimentary copy of my book. I look forward to welcoming you and sharing this transformative experience with you.