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## QUESTIONS FOR AYELET

Always Ayelet is the founder of Universal Connections, Inc. ([www.ucinc.org](http://www.ucinc.org)) a matchmaking service in Edgewater that uses astrology, hypnosis and counseling to match singles in this area.

### How did you get started as a matchmaker?

I firmly believe it was destiny, serendipity if you will. I was aggressively recruited by a national dating service in New York in the '90s.

### What's the difference between a dating service and a matchmaker?

What we do at Universal Connections is a little more exclusive, a little more comprehensive than a dating service. When people call, I say, "If you're looking for a date, you've got the wrong number. If you're looking for a lasting, truly loving relationship you've got the right number."

### What do you think of online dating services?

I would equate them with the disco scene of the '70s.

### Are there particular issues you encounter with clients from this area?

No. I think we're getting a lot of New Yorkers transplanted into this area because of the development that's been happening here, because of the quality of life here.

### Is there anyone you'd turn away?

I haven't had to, often.

### How did you start using astrology, hypnosis and counseling in your matchmaking?

When I was matching, attractive, successful people would come in looking for love and



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I'd introduce them [to another client] and they wouldn't want to meet someone who was an inch too tall, an inch too short. That's not what true love is about. I'd help them to re-identify what they really need. Astrology is a tool for self-awareness. The coaching is for me to enhance their experience.

### Are you married?

It's not about me, it's about you.

### How much of the match is based on astrology, how much on your instinct?

It's 100 percent my gut instinct.

### Do you go so far as to recommend a particular romantic restaurant?

Oh yes, when my clients meet, it's at a preferred Universal Connections venue that we work with. They're fun and trendy hot spots and we book them at a time that's mutually convenient.

### Have you ever been set up on a date?

Absolutely. Of course I don't date my clients but I've had friends set me up.

### I was fixed up with my husband.

I always say this, the most successful couples met through introductions. What I do is professionalize it; I professionally introduce people.

### How has being a matchmaker changed how you look at relationships?

Actually it hasn't. Life informed me before I started doing this. So when destiny brought me to the table I already knew everything through my own personal experience.

### What's the one thing a person looking for love should do?

Call me.

### Other than call you?

Get real. Get to know yourself. And call me. ♣

- ARLENE PHALON BALDASSARI

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