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Matchmaker Always Ayelet: Searching for the Real Value of Love

Statistics surrounding singles, especially in the Jewish community, bother Always Ayelet, a matchmaker by profession and the Founder and CEO of Universal Connections, Inc. in Englewood Cliffs.

According to her numbers, by the year 2010, there will be 110 million singles in the US.

"If two percent of them are Jewish, and 65 percent of those who marry intermarry, what will become of our people," she says.

The answer, she says, is her form of matchmaking, which involves the promotion of love, "but not the way that word is misunderstood and misrepresented."

"People have lost sight of value. In an era in which we are all connected by advanced technology, we have become distant, lacking basic human contact, leaving us more isolated and inaccessible than ever before," she says.

"Climb Don't Fall"

She would like to see people meet one another and then make a conscious choice to "climb in love," as opposed to what she calls "the subconscious attraction and romantic inclination to 'fall in love.'"

"Romance is not real; it is of the imagination. Yet, most people make the biggest decision of their lives—to marry—under its guise. When the romantic ideal wears off, each realizes the reality of the other and begins to become disillusioned by their projected perception of the other, not who the other really is. That's when complications arise. Remember,

when we fall, we get hurt; when we climb slowly, gradually, one step at a time, over a period of time, we can build a sound foundation for a true love to exist, develop, and flourish," she says.

That is not to say she disapproves of love. To the contrary, she says, "Love is the foundation of everything." But, she adds, it must be defined correctly.

Values and Acceptance

The first step, she says, is learning to value oneself and accept oneself unconditionally.

"Once we value ourselves and accept our individual strengths and weaknesses, then we must accept and value others in light of their strengths and weaknesses," she says, adding that this sense of tolerance makes it possible for relationships to grow.

"When we accept ourselves unconditionally, we can find someone who can best complement and fulfill our deepest need. Only when you truly love yourself and exercise the courage to be true to yourself despite the challenge, will you be empowered to attract a like-minded person who will truly value and love you for what makes you distinctly unique and special. "It's that simple," she says.

Coaching

When clients seek Ayelet to help them find a spouse, sessions are as much about coaching as they are looking for potential partners. She works with them until, she says, they are "open to receiving love when it's knocking at the door."

"I'm not a psychic, but I do

have the ability to see hidden truths," she says.

She frequently cites the Kabbalistic teaching that gifts are to be received with an open heart and mind.

"If we remain closed, cynical, and blocked by fear, judgmentally eliminating others because of superficial qualities, false perceptions, ulterior motives, idealistic expectations, or past wounds, we are certain to plague potentially fine relationships before they can ever have a chance, forcing love away. If we open ourselves with truth, faith, trust, and compassion, love will come to us. Each of us is capable of attracting and maintaining a true lasting love," she says.

95 Percent Success

With this as her philosophy, she has been in business for seven years, and says she has a roster of close to 2,000 clients, from whose numbers she arranges about 100 introductions per week. She defines success as both parties expressing interest in a second date, and, by that measure, she says, she is batting 95 percent.

Most of her clients, she says, are professional men in their 30s and 40s and professional women in their 20s and 30s.

"They're usually well-educated, successful professionals, such as financial analysts, lawyers, and physicians, who live in Manhattan or Northern NJ and do not have time for singles bars or on-line dating," she says.

Word of Mouth

Clients usually find her, she says, by word of mouth, and they like that she takes care of all the arrangements for their introductions, including where and

when they will meet.

"Before the introduction, I give each person the other's first name and a brief general biography, which includes age, what the person does—but not the company he or she works for—and what qualities the other is looking for. Then, after the meeting, both people must call me and tell me what they liked and didn't like, because I use that information to fine-tune the process until we find the right match," she says.

This personalized, individualized service does not come cheap. Her 13 services range in price from \$50 to \$2,000, depending on the length and options.

Jewish Partners

She will not introduce Jews to non-Jews, a religious value she says was instilled in her by her Israeli-born, observant grandfather. Her own level of observance varies, but, she says, Shabbat and kashruth are "sacred." And so is finding Jewish mates for Jewish singles.

"I have potential Jewish clients available now whom I have not set up on introductions because I haven't found the right potential Jewish partner," she says.

She works only by appointment and the initial interview usually lasts about an hour. "I won't take a client unless I have a potential match for them," she says.

Ayelet can be reached by phone at 201-569-6900.

Her website is www.ucinc.org.
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