

The Marriage Crisis

by PureMatrimony

The 3 Critical Elements Preventing You
From Finding The Spouse of Your Dreams
And How To Fix Them

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Asalamalaikum warahmtaullah wabarakatahu,

Alhamdulillah, we're so glad you're reading this before it's too late. You see it's no accident that you're reading this report right now. In fact, it could be the one defining moment of clarity in your life surrounding the issue of marriage – or in this case, the lack of a marriage.

Subhan'Allah Allah in all His wisdom and glory has given us the tools to unlock the treasure chest of blessings that can be found within the sanctity of marriage.

But we're guessing that if you've downloaded this report, it's because you're feeling frustrated at not being able to find a suitable spouse. Just where exactly ARE the good men and women that Allah SWT talks about in the Qur'an and hadith?

What is it that's preventing us from finding the right person to spend the rest of our lives with? We think the answer will shock and surprise you.

You see there are THREE critical factors that no one really talks about or tries to understand. And we're positive that once you understand these concepts, it will free you from the pain and frustration of being alone.

It will remove the shackles of love that we often get afflicted with which force us to become prisoners of our own hearts. In this guide, we're going to show you EXACTLY the reasons why you aren't finding the one, what's REALLY holding you back and what you can do about it right now.

Once you've figured out and understood the real reason you're still alone, you can get to grips with solving the problem and moving forward with your life.

Have you ever met those people who seem to magically attract whatever they want in their life? How they seem to get the dream life everyone else wants and they stay happy masha'Allah?

That's because they've mastered and understood these three critical factors which they need to not only control their destiny, but to have the life they want.

So, turn off the TV, switch off your phone or anything else which is going to distract you and pay attention for the next hour or so. We promise this will be one of the most enlightening guides you'll EVER read on this subject.

We hope and pray insha'Allah you'll benefit enormously from the knowledge within and that you'll truly feel empowered to take charge of your life – not just in your search for a spouse, but in all aspects of your life too.

The Pure Matrimony Team

What's The REAL Reason You're Not Yet Happily Married?

Did you ever dream when you were younger that one day you'd meet someone amazing, fall madly in love with them and then get married and live happily ever after?

Have you been waiting year after year, watching friends and family find the 'one' and happily settle down, dreaming and desperately wishing and praying that your time would come soon too...only to find you're STILL waiting?

Maybe you've met countless 'prospects' and never really liked any of them...or your family have shown you plenty of hopefuls, and have now labelled you as 'fussy' and even told you that your expectations are way too high.

Perhaps you've been bombarded with family requests to marry 'back home' or marry someone in the family, but deep down you know it's not for you...

Or maybe your parents have some fairly strong opinions as to who is right for you (or who isn't) and are severely limiting your choice for a spouse (if you've found someone, they may have shown their disapproval of the match already)...

If any of these sound familiar to you, then you need to keep reading, because in a moment we'll reveal the real reason as to WHY you're STILL single...

And no, it's got nothing to do with you being fussy and not meeting the right person or not having enough choice.

In fact, what we're about to reveal to you in this report will be hands down, the most crucial missing piece of the marital puzzle for you.

You'll find out EXACTLY why you're REALLY still single and alone, and what you can do about it right now.

We're willing to be bold enough to claim that what you'll read in this report will blow your mind in a way that will shock and amaze you about yourself.

You'll finally understand the truth behind your struggle for finding the perfect spouse and how up until now, all the other so-called solutions currently available to you have failed because all they do is patch up the SYMPTOMS of the underlying causes of your loneliness and failure to find your soul mate.

The 'solutions' you've been trying (and failing with) are symptomatic of a complete misunderstanding of the real reason why you're not married, and if you understand this concept fully, then we're positive that it will completely change the way you see marriage forever.

It will also by default, make the whole process of finding someone that much easier insha'Allah!

And if you've previously been married and your marriage has failed, you'll be able to use the information in this report to gain the clarity and understanding you need to not only dissect and understand your own failed relationship, but you'll be able to take this information and ensure you never make the same mistakes ever again.

You see what most people 'THINK' is the reason why they're still alone really isn't that at all.

At no other time in the history of Islam have Muslims so desperately failed in maintaining the family system. High divorce rates, separation, broken families, zina, anger, betrayal, bitterness, resentment and toxic environments are now fast becoming the norm. We're unfortunately in the grip of what can only be described as the greatest marriage crisis ever to hit Muslims on a global scale since Islam was revealed to us over 1400 years ago.

The ummah is unbelievably weak, and right now, we're being humiliated globally on epidemic proportions. But, there IS a reason why this is happening, and it CAN be corrected Insha'Allah – and in this report, we'll show you how.

The Cold-Hard Truth About Waiting For The Perfect Time To Marry...

When you're young, you think you've got the world at your feet. You have a false sense of security because you know you've got lots of amazing qualities that a potential spouse would really value in you, plus you know you're young and think you've time on your side. Others see you as 'quite a catch' and you believe that when the time comes to settle down, it'll happen very quickly. Maybe your friends and family have told you that you've got all the time in the world and that you should concentrate on completing your education or building your career or business.

Maybe the thought has never occurred to you that in a few years time when everyone else is settling down and having kids, there's every possibility that you could still be on your own.

Then the day comes when it finally dawns on you that in actual fact, you don't have all the time in the world. Your biological clock is ticking and while your friends' children are fast growing up, you're STILL alone and desperation is really beginning to set in.

Being a practising Muslim, you fear Allah SWT and certainly don't want to fall into haram. Therefore you try everything you possibly can to find the 'one' by immediately launching into a full-scale action plan which probably resembles something like this:

- Your family has already been searching for someone for you and probably have several potential spouses in line for you that fit THEIR criteria – not your own...so it becomes a long, drawn-out battle of wills with you saying 'no' to everyone they introduce or severely compromising your wants
- You start asking your friends and extended family to keep a look out, but they either keep recommending time wasters, or are searching for a spouse themselves
- You check all the 'available prospects' in your professional circles and organizations and realize there are too few – all the good ones are taken and you're not convinced about the ones who aren't
- You attend as many places as you possibly can where you might be able to spot a potential spouse – Islamic circles, events, fundraisers, courses, weddings and family events and face the harsh reality that most good people are already taken and you don't really want to consider the rest
- You sign up to attend various marriage events but realise that most of them are not Islamically sound, and are more like meat markets than anything else
- You might decide to sign up with marriage agencies but soon discover that in return for their extortionate fees, you're getting too few recommendations, and the ones you do receive are totally incompatible with you

- Just to cover your back, you sign up to mainstream matrimonial services and realise that many are un-Islamic and are more like dating sites than anything else

No matter how many prospects you DO end up seeing, the cycle is always the same – and it roughly goes like this:

- An introduction is made and details and pictures are exchanged
- If you like what you see, you agree to a meeting
- Families spend a lot of time asking questions about careers, income, where you might end up living, family background etc etc – at this stage it really is all about formalities
- You visit each other's homes, inviting each other to dinner, and many meetings may take place
- Eventually a decision has to be made – and in this case, it doesn't work out (we're assuming this because otherwise you wouldn't be reading this report!)
- The emotional impact of the whole process is quite frankly draining you to the point of absolute hopelessness
- If you get rejected repeatedly, you now have to bear the emotional badge of uncertainty within yourself

If this sounds like you, then rest assured, you're not alone. Forget the well-meaning friends who tell you that at least you have people coming to your door, because the truth is that situations like the above only serve to make you even more frustrated, lonelier and depressed than you were before...

That's because the worst aspect of this entire process is the effect endless meetings have on your emotional wellbeing and confidence. It can really erode your self-esteem much more than not having someone come to your door at all – especially when the prospects you meet are doing most of the rejecting.

We've personally met hundreds of brothers and sisters who've undergone rejection many times, or they've done the rejecting and it's killing them inside. At least when no-one comes, you feel as if there's still hope and the right people have just not found their way to you.

However, when you go through the cycle of meeting prospective spouses repeatedly with nothing to show for it, you begin to doubt yourself – are you really good enough? Are you 'worth it' as your family and friends would have you believe?

In a recent survey we carried out in the Pure Matrimony community, we discovered several big issues that were frustrating everyday people going through the marriage process just like you.



What was interesting was that of the people we surveyed, the average person had been searching for a spouse for around 2 years and had seen between 5-7 proposals in EACH year. Now if you total up how much the average person is spending to meet prospective spouses, the costs quickly escalate out of control to a very considerable amount.

It's a financial drain and can make the whole process of spouse-hunting expensive and depressing on so many different levels. But this situation can be remedied pretty easily and Insha'Allah we will discuss this later.

Other than these main issues, there's also the 'other' aspects of your wellbeing that needs to be taken into account – and this means considering the impact that meeting lots of potential prospects has on your self-esteem. When you're constantly cycling through proposals which don't work out, you begin to lose hope and depression seeps in.

Worse, some parents might even rub it in telling you that you're nothing special and no one special is going to come for you, further eroding your self-esteem. You're made to feel a burden and you therefore feel you should marry the next person who comes along and settle for a life that is depressingly devoid of any meaning – because you mistakenly believe that at least you'll be married and not your family's problem any more...but nothing could be further from the truth.

We've personally met brothers and sisters who fall into the latter category and they settled for second best, and ended up living a lie - emotionally unfulfilled and in deep depression. The dreams they had for their future now permanently stunted and drowned out by the 'voices of reason' their families have kept feeding them:

'You'll never get anyone better, so just get on with it and make do...'

Let us tell you right now, these kinds of marriages of 'convenience' have no real future, and the children from these marriages suffer terribly. They grow up in an environment where their parents are neither motivated to do anything great or impactful for their future, nor do they have the right emotional mindset to create a legacy. That's because they are simply too depressed and caught up in their own problems and issues to do anything productive with their lives.

You probably already know MANY marriages like this. Take a good, long, hard look at those who married because they felt they had no other choice. What kind of lives are they living? Be brutally honest with yourself - are they living life to the fullest, thriving in their marriage and creating massive impact on the world around them, or are they failing miserably and is their deen suffering as a result? Are their children happy and emotionally fulfilled with a massive future ahead of them as the future generation of productive Muslims, or are they too held back by the circumstances of their parents?

'Getting by' and 'making do' is not something most people want for themselves. They want something better, something brighter to look forward to. Although this may all sound very depressing, there is hope Insha'Allah. In fact, once you understand the principles behind what's really preventing you living your life to the fullest with the right person, you'll feel a total sense of relief which will Insha'Allah free you from the potential shackles of a 'half-life' where you're merely existing in a marriage, rather than actually thriving and growing as a family.

Here's a truth that has probably never been communicated to you:

It's NOT In Your Fitrah To Want Mediocrity For Yourself!

It's NOT (contrary to how you may have been taught or raised) what Allah SWT wants for you either...He Azzawajjal wants for you the best in this life and the next, but as you'll see in a moment, it's YOUR misunderstanding of marriage and what this means in the grand scheme of things that is preventing you from finding the happiness you were truly meant to receive.

And that's the elephant in the room that no one wants to talk about. In fact, we're willing to state that your 'looking for criteria' is totally wrong and totally skewed. The fact that you're still reading this means you know something is missing, and we'll prove it to you in just a moment.

But first, let us ask you a simple question:

What IS Your 'Looking For' Criteria In A Spouse?

Now we want you to really put things into perspective here and complete the following exercises, because they will really help you in your search for a spouse.

Grab yourself two pieces of paper and fold both of them down the middle. Open it out. In the first half of one of your sheets of paper, write down as a list of bullet points EXACTLY what you want in your future spouse. Now in this section, you want to focus on the things that are tangible or immediately obvious. This isn't a list of personality traits, but what you

can see and touch. We will call this our list of requirements.

Take out several minutes and write everything out – keep it short, to the point and as a list because in a moment, we’re going to blow the lid on everything you’ve ever known to be true about marriage.

So let’s start you off – now, bear in mind, this is OUR example for you – you can keep it as it is and expand the list, or change it as you see fit. The key to this exercise is to be authentic. No-one will see this except you, so ensure you are 100% TRUTHFUL and honest with yourself about what you want.

can see and touch. We will call this our list of requirements.

- Attractive
- Wealthy
- Successful
- Religious
- Good family background
- Likes the same kind of things as you
- Etc
- Etc

Now once you’ve created this, go ahead and fill out the second piece of paper with a list of personality traits in the left-hand column. These are the things you’d like to see in your future spouse. Be VERY specific – so the list below is just an idea for you:

- Funny
- Kind
- Generous
- Sensitive
- Etc
- Etc

So what did you write down? Have a read through your lists and really hone in on what it is that you want and what your priority is. Put a circle around the one thing you are looking for more than anything. Next, highlight any items on the lists which you would consider to be non-negotiable things you want in your future spouse.

Your list now is becoming more defined because you’ve identified the things you’re not willing to compromise on. Incidentally, this is a useful exercise if you really have no idea about what you want in your future spouse...but as you’ll see in a moment, this will probably undergo a LOT of refining by the time you get to the end of this report.

IMPORTANT! Please do NOT skip this step (it will all become clear in a moment!) Take each of your list of requirements and for every single one, complete the following task:

1. Write down the REASON why you want this requirement in the right hand column
2. Repeat for the second list of personality traits you have

So for example, if you selected ‘Attractive,’ your reason why might be: ‘because I want to

feel attracted to my spouse'

3. Now do the same thing again with the reasons you wrote down – so write down the REASON WHY you want that particular thing. You're most likely going to need more paper, but that's ok because this is really going to help you out a LOT.

In our example, we started with 'Attractive' and the reason was 'because I want to feel attracted to my spouse'

So now for step 3, we repeat and want to add ANOTHER reason WHY we want this. In our example we get:

'because if I don't feel attraction to my spouse, I may not be able to love them'

4. Keep going through the list and repeat as MUCH as you can – this is known as 'reason why analysis' and is a very powerful tool for understanding why you want something. Each item in your list of requirements may now have several 'reasons why' which will eventually build up to something big

This exercise will serve several purposes. First, you'll have a clearer understanding of your own needs. Second, you may actually start to realise that some of the requirements you initially started off with are actually based on fear rather than anything else. Finally, this list may now help you re-evaluate what you want in life – and we'll show you how later in this report.

We're going to take the most common requirements that most people have when searching for a spouse and analyze them on a much deeper level. What you read may actually shock, motivate and inspire you to change the way you think and feel about what to look for when getting married.

The 'Universal' Requirements

Every culture, every race, every religion has something in common when searching for a spouse. We call these universal requirements because no matter what your beliefs are, these requirements are generally common across the world. So what are they?

- Beauty
- Wealth/financial stability
- Lineage/status
- Character
- Piety/morality

While you might think this is an irrefutable recipe for an amazing person, the reality is very few people have ALL of these things...

Even worse, most people searching for a spouse are actually looking for the WRONG things in a person, and they don't even know it.

Let's take each and every single one of these universal requirements and analyze them in greater detail.

Beauty

Allah is beautiful and His creation is beautiful, and it's perfectly natural to want a spouse who is beautiful to you. And that's the key – to YOU, not your family or your friends or anyone else. Some people go to great lengths to ensure their partners are beautiful or at least attractive, regardless of anything else.

Men are probably more likely to be swayed by a beautiful woman than women are by beautiful men, but it exists nevertheless. Beauty gives you a mental yardstick to make yourself feel somehow better. It gives your family an even bigger mental yardstick because they want to feel proud that their child has a beautiful spouse.

However, if the person is all face and no substance and is not a good person or has bad character traits, then you can be certain your relationship will fail on an epic scale. Beauty is a great bonus in someone if they have it, but that's the key word – BONUS.

Otherwise, it's just a superficial requirement which serves no real long-term purpose. Choosing a spouse who is beautiful on the outside and has major defects on the inside is like buying a badly damaged house whose exterior is bright and beautiful, but inside it's crumbling and falling apart. You might live there for a while, but eventually, you'll regret moving in.

Sure you can paint over the cracks, but it doesn't fix the problem. It's only when you get to this realization that you understand you made a thoroughly expensive and bad investment decision based on the superficial state of the house.

Wealth/Financial Stability

Wealth is another superficial factor because it gives you the illusion you'll be taken care of. Parents and children often look for a spouse who they think is financially secure – especially when searching for a husband for their daughters. This is because they mistakenly believe their children will be comfortable and won't want for anything.

Nothing could be further from the truth. Firstly, rizq is from Allah, a person may be wealthy one day and poor the next, and a person can lose their wealth in the blink of an eye. We know of brothers who were wealthy businessmen who went bankrupt literally overnight and are now in a real financial mess and have to start all over again.

Likewise, a person may have nothing and then suddenly Allah blesses them with so much wealth they have no idea what to do with it! We recently met a sister who inherited a VERY tidy sum of money at a time when she was in dire need of it. Subhan'Allah, the money came from where she least expected it from, and it has changed the course of her life completely.

Here's a life lesson if ever there was one:

True wealth and financial stability comes from security.

Security is NOT the same as having wealth or a really good job or business. Security is having the means or the skills to make or earn money whenever you want. This is TRUE security.

Jobs can be lost and businesses can fail, but a person with true security is the one who has a skill or the ability to make money wherever they are in the world, independent of having a job or business. This is a pretty difficult notion for many parents to get their heads around, but good examples would be teachers, doctors, internet marketers and anyone with a physical skill they can use to make money for themselves. It can even be someone who is incredibly hard-working and willing to do whatever it takes to succeed.

Teachers and doctors are universally in demand and can practise for themselves without being reliant on a school or hospital etc. Internet marketers can work from anywhere in the world as long as they have access to the internet.

Of course these are just examples, and are certainly not limited. Anyone with a skill can theoretically work for themselves. Having the means to earn an income is far more powerful than having a steady job, since jobs are never guaranteed.

Lineage/Status

This is a big one for many families, since they are interested in what the family of the potential suitor does for a living. Unfortunately, many Muslims look at things like tribes, castes, race etc – all of which is HARAM!

Parents naturally look for suitors that are from similar backgrounds as themselves, and this is very normal. However, when good suitors are turned down because they are the

wrong caste, the wrong colour, belong to the wrong tribe or are from a different part of the world (for example they are Indian instead of Pakistani) etc, then this creates fitnah.

What you SHOULD be looking for instead is the reputation of the family and more importantly, the reputation of the suitor you are considering!

Unfortunately we've lost count of the number of people who have written to us over the years telling us their parents are accepting proposals because the suitor happens to be of a particular caste, but that the actual person is not a good person. We've also seen the reverse where parents will refuse perfectly excellent suitors because they are the wrong caste or are reverts/from a different Country/Nationality.

A person who belongs to a good, respectable family where they are raised with Islamic morals and principles and are well respected for their honesty and kindness is FAR more important than any other consideration. This is especially true when sisters may be considering moving near or among in-laws. A bad family can destroy a perfectly good relationship, so be realistic in your expectations and don't think you can change a family. 99.9% of the time, you can't.

Sometimes suitors themselves are amazing people but their families are not – they are in essence the 'black sheep' of the family. In any case, it is down to YOU to keep an open mind and do your checks in the community before making up your mind.

BIG TIP FOR SISTERS! Look at how the women in the family are treated by the men. Observe their interactions, their language and body language. If women are treated respectfully, then this is a good indication that you will be treated well. Also look at how the men are treated BY the women – are the women in the family running around the men out of love or fear? Do they look relaxed or anxious?

How men are treated in a family is a BIG clue as to how YOU will be expected to behave. If men are put on pedestals and treated like kings, unable to do much for themselves, this is a sign they have been spoiled by the women. In particular look at how a mother (and sisters) treats her son – does she fuss unnecessarily over him? Does she do everything while her son sits back and allows his mother to run rings around him? Does the mother make excuses for him? Do they praise their son unnecessarily or excessively? Do they paint a picture of their son as an angel who can do no wrong?

If so, this is a big clue that he is a 'mummy's boy' – such boys are usually (not always) spoiled, selfish and rarely think of anyone except themselves. Marriages to 'mummy's boys' are rarely happy or successful – especially if the sister is expected to live with the in-laws.

BIG TIP FOR BROTHERS! Is the sister you are looking to marry treated like a princess or does she act and behave like one? Is she well-accustomed to home life or does she value career and money over the home? It's GOOD for sisters to be ambitious and hard working, since they are able to help and support you throughout life. However, there's a HUGE difference between sisters who are hard-working and want to help their marriage thrive and those who EXPECT to live the life of a single person when they are married.

So here are some things to consider - does she do as she pleases or does she actively look at ways of pleasing her parents and her Creator? Is she TOO independent (does she go on holidays with friends, spend a lot of time out of the house with friends or does a lot of frivolous shopping etc) and does she avoid responsibility at home? Is she naturally a pleasant and easy going person or does she have unrealistic expectations of married life? If so, you will have a hard time pleasing her in a marriage. A person who is content in the small things in life will always have enough, whereas those who complain or expect too much are never ever pleased – no matter what you do for them.

Brothers who marry sisters of a demanding nature whose families give them the best of everything need to think twice before entering into such a marriage. We're not saying these sisters are bad – however, it's important to note that Scholars have commented that it's not fair on the sister who is used to a certain lifestyle to be removed from that and put into difficulty or expected to live life to a lower standard of living than she is accustomed to (unless of course she is MORE than happy to accept this!) The reality is that you'll spend the rest of your life trying to please someone who might never be content with what you do or what you provide for her. Sisters going from wealthy backgrounds into families of low income or a family where there are a lot of restrictions will struggle to find happiness in this – and it really isn't fair on them to have to deal with that. This is something brothers need to be aware of beforehand.

Character

Believe it or not, character is often overlooked by many families in lieu of everything else – and this is especially true of families who are looking for a husband for their daughters. Often the parents will look at wealth and beauty and look for similarities in the likes and dislikes of their children without a deeper understanding of the prospect's inner character. Character is not about just being a 'happy person' or someone who knows how to have a laugh. It's what makes that person who they are – kind, generous, stingy, sensitive, short-tempered, arrogant, proud, serious, light-hearted, down to earth etc etc... A big tip for you is that when considering a proposal, ASK for character references from OTHER than their family. Ask those who live in the community and CHECK to see who this person spends most of their time with.

Many Sheikhs recommend TESTING the person's character and level of patience to see how they behave in times of difficulty, times of happiness and how much patience they have. It is also recommended to seek out references of the FRIENDS of the prospect you are considering.

This may seem counter-intuitive, since why would you want to know the character of the FRIENDS of the person you are considering? However, there is much wisdom in this as the Prophet SAW said:

“A person is likely to follow the faith of his friend, so look whom you befriend.”

- Abu Dawud and at-Tirmidi

This makes perfect sense, since if a person keeps bad company, it speaks volumes about them and their character.

Piety And Morality

This is without a doubt, the single most important element that you should be searching for when looking for a spouse. As a practising Muslim, the future of YOUR akhirah very much hinges on who YOU choose to marry in the end.

The right spouse can lead you to Allah or away from Him.

Unfortunately for many parents, this is one of THE most over-looked elements of finding a spouse. Sometimes parents mistakenly believe that as long as your prospective spouse has all the other superficial qualities in them, then this in and of itself is enough. Their internal reasoning tells them at least they are Muslim.

Subhan'Allah! Nothing could be further from the truth! If you marry someone who doesn't fear Allah, who doesn't make a stand for what is right – then this person will fall for ANYTHING. But, it runs much deeper than this. It's not just about your akhirah, but it's about your life in this world right now.

It's about your future. It's about your children who have yet to be born. Did you know that one of the rights of your unborn child is that you MUST choose a good Muslim parent for them?

The Prophet SAW cautioned us and called upon us to be careful in our choice for spouses. He SAW is reported to have said, **“Make a good choice for (your) spouse, for blood will tell.”** (Reported by ibn Majah) This highlights the effect of heredity on the infant. It is therefore the right of the child to have parents who are loving, pious and of a noble and righteous character.

Subhan'Allah, no other religion on the face of this Earth places such a heavy demand on you to consider even the rights of your children who have not yet come into the world! This is profound if you analyze this on a deeper level.

It's the RIGHT of your unborn child that you CHOOSE a pious spouse for YOURSELF to be the future parent of your children (of course, you must also be pious and practising also)!

Allahu Akbar!

Ponder this for a moment – why would Allah ask this of you?

Look how far into the future Allah wants you to think... The truth is that most Muslims unfortunately think very short term. They trade their future, the next generation and their akhirah for wordly short term gains. What a shallow and cheap deal they make!

A person who is pious is considered to have the following qualities:

- Practise the five pillars of Islam
- They keep away from haram and stick to halal
- They have a righteous character
- They fear Allah, loving and hating only for his sake
- Are honest and trustworthy
- Are kind, gentle and generous
- Are never harsh and have the best of manners
- Have humility
- Are patient and accepting of Allah's decree
- Are hard working and seek to make others happy

Just because a person prays five times a day, doesn't necessarily mean that this person is going to be a good person. The physical act of prayer MUST be complemented with good deeds, righteous character and a softness of spirit.

And the only way you're ever going to know whether a person is any of these things is by ensuring you do your research into their background, their family, their friends and get references from the community.

There is a greater good in choosing someone who has these characteristics to be your spouse and as a long term companion in this life and the next. And that is to save and preserve the Ummah.

A scary thought for sure, but this leads us to a very important issue. And that's the issue of why the Ummah is in a mess.

In fact, here's something to think about:

...Why Are Muslims Being Persecuted And Humiliated All Over The World?

Have you ever thought about this issue? Does it not strike you as odd that at no other time in the history of Islam has the Ummah been so weak and persecuted as much as it is now?

What exactly is the reasoning behind this, and what has this got to do with YOU getting married?

If you think about the issues in our homelands abroad, you'll see that our brothers and sisters are being tortured, abused, persecuted and humiliated. As an ummah, we're extremely weak. It's an issue that should bother and affect EVERY Muslim on the planet, for verily the Prophet SAW said:

"The Muslim Ummah is like one body. If the eye is in pain then the whole body is in pain and if the head is in pain then the whole body is in pain" (Sahih)

You can come up with a 101 reasons as to why the ummah is weak, (and we'll talk more about that in a moment) but regardless of the why, here's a stark reality check: you have the means within you to change this reality...

It has to start somewhere...

...It has to start with the foundation of Islam – **the family unit.**

Despite the fact that Islam is the world's fastest growing religion, it's also the religion which is attacked by non-Muslims the most, while the rest of the world sit back and allow this to happen. This is no accident, for this is due to the weakness of iman within the Muslim Ummah. People have left the ways of good and have adopted the evil of their desires, following tribes and engaging in worship in ways other than Allah SWT has ordained:

Abd Allah ibn Mas'ud said: "The Prophet SAW said, '**Islam began as something strange, and it will revert to being strange as it was in the beginning, so good tidings for the strangers.**' Someone asked, 'Who are the strangers?' He said, '**The ones who break away from their people (literally, 'tribes') for the sake of Islam.**'" This Hadith was narrated by Ibn Majah on the authority of Anas and Abu Hurairah.

This hadith clearly describes that the purity of Islam is only retained when people stick to the pure teachings of Allah and his Messenger SAW by breaking away from tradition (through tribes or sects of Islam).

This hadith clearly describes that the purity of Islam is only retained when people stick to the pure teachings of Allah and his Messenger SAW by breaking away from tradition (through tribes or sects of Islam).

Here's a scary thought for you:

When Islam is diluted with innovation and traditions, and people lose their deen for the sake of the dunya, then Allah removes the strength and the barakah from them. In other words, people bring on the misfortune to the ummah by their OWN actions and misdeeds.

The same is absolutely true if you marry someone who is not practising, since the resulting children rarely get to experience Islam in its entirety – as an integral way of life.

Think about this for a moment, because indeed it's a very powerful and thought-provoking notion.

If people abandon Allah, then Allah will abandon them.

This is true even if you follow other than what Allah and his Messenger SAW taught. Look all around you at the people you know who have lost their deen. They are like sheep following sheep and chase the dunya. They chase wealth, fame, material goods and their own desires.

This is why Islam is being attacked – because taqwa (being conscious of Allah) has left the hearts of men. This is a very deep and powerful realization because it forces you to question yourself and your family and communities.

This is why you MUST marry someone who is pious and upon righteousness – so that the future generations of Islam will be strong and can be preserved. In homes where neither of the parents are practising, children struggle to learn Islam as it should be learnt, and consequently can't become the strong Muslims they need to be when they grow up. Most of the children from these kinds of marriages chase the dunya because they are taught the shallow values of the dunya, rather than the deeper values of Islam.

Even in homes where one parent is practising and the other is not, you'll find the children are often torn between the two – sometimes they are strong and practising, many times they are not. When you have a home where both parents are pious, have taqwa and are visionaries (they think of the akhirah and the greater good of the community) and they raise their children with the same values, you will mostly find the children to be sincere, pious, productive Muslims who are alhamdulillah, upon the truth and are successful in every walk of life.

Of course there are always exceptions to the rule, but the reality is that most people are the product of their environment. Stable, practising and pious parents usually raise kids which are the same. These children tend to excel in every aspect of life and have the richness of emaan as the backbone of their success. Weakness of faith is less of a problem, and the children of such relationships tend to be highly productive Muslims whom others look up to.

This is no accident. By contrast, look at the main problems faced by the modern day non-believers and non-practising Muslims who emulate them. Their hedonistic lifestyle teaches them to be a slave to their desires, forsaking the next life for worldly gain. Their greed for wealth and materialism drive these individuals, and worse, their sense of shame and morality is deeply eroded.

Drinking, drugs, fornication and decay in their society is rampant and women are regarded as no more than sexual objects for men to lust at. People prefer to 'live together' rather than get married, teenage pregnancies are rampant, and single parent families with a general breakdown in societal values is normal.

Is this really what you want for your kids or for the future of your communities?

If you think this only happens with 'pockets' of Muslims and can't happen to the Muslim Ummah as a whole, think again – it's already happening on an epidemic scale. People have lost their faith in Allah, are extremely ungrateful for whatever Allah has given them and they use their problems as an excuse to escape – indulging in music, alcohol, fornication and everything else which is forbidden.

They've forsaken the words of Allah for the words of Shaytaan through music. And worse, they make excuses for their behaviour. They have no peace or serenity in their life and often fall prey to depression and a dependence on drugs and alcohol. These kinds of people mistakenly believe themselves to be free and will argue that they are. In actual

fact, they are a slave to their desires and are bound to the poor choices they make in life. They are not free at all, and of course, there is always a heavy price to pay with such a lifestyle.

An addiction to drugs, alcohol, sex, gambling etc, results in poor health, severe debt, deep depression, broken homes and even suicidal tendencies. The list goes on. This is why you often hear of famous musicians and actors who are living the high life and then suddenly going into rehab, getting divorced, going bankrupt, dying from drug related problems and even committing suicide.

Having taqwa frees you from this degeneration of values and frees you from the shackles of the dunya.

fact, they are a slave to their desires and are bound to the poor choices they make in life. They are not free at all, and of course, there is always a heavy price to pay with such a lifestyle.

The Truth Is That Money And Following Your Desires Can NEVER Buy You Happiness...So Why Would You Want That For Your Children?

It's something to think about before you even step into the responsibility of parenthood – and it starts with choosing the RIGHT spouse who has taqwa and is righteous in character. But what about those who don't practise Islam and don't indulge in any of these things?

Unfortunately some scholars have ruled that it is the right of a Muslim to follow the minimum that Islam requires from them – the belief in the Oneness of Allah without a partner and establishing the prayer.

Jaabir (RA) narrates that the Prophet SAW said ***“Between a person and disbelief is discarding prayer.”*** (Reported by Muslim, Ahmed, Abu Dawood, Tirmidhi, Ibn Majah)

Buraidah reported the Prophet SAW as saying ***“The pact between us and them is prayer. Whoever abandons it is a disbeliever.”***

(Reported by Ahmed and the compilers of the Sunan and Hakim graded it authentic)

Scholars have used these hadith to indicate that anyone who deliberately doesn't pray their salah is in fact a disbeliever!

May Allah protect us all from such a grave sin, ameen!

Allah SWT further verifies in the Qur'an:

'Allaah says But after them there followed a posterity who missed prayers and followed after lusts - soon then, will they face Destruction'

(Maryam 19:59)

Allaah says: And (ask) of the Sinners: ***“What led you into Hell Fire?” They will say: “We***

not of those who prayed...!

(Al-Muddathir 74:41-43)

Allaah says ***“Woe unto those performers of prayers (hypocrites) who are unmindful of their prayers (i.e., delay their prayer from its stated fixed time).”*** [Al-Maa’oon, 107:4-5]

Even the delay of the prayer is hateful in the sight of Allah, so what do you think is the position of someone who abandons their prayer completely?

In fact, here’s a stark warning for you...

Sisters Who Wish To Marry Brothers Who Deliberately Choose NOT To Pray Are In Fact Entering Into An INVALID Marriage Contract!

In other words their marriage is VOID and their relationship with the brother will be HARAM. This is the consensus of the majority of scholars who base this on the hadith and verses from the Qur’an mentioned above.

The reason this applies to the women who marry non-practising brothers and not to brothers who marry non-practising sisters is because it is the man who is the ameer of the home, not the sister.

Why then would you want a non-practising ameer of the home?

Hopefully by now, you should begin to understand why finding the right person to marry is such a HUGE responsibility.

So let us ask you a very important question:

Would you want to marry someone who displeases Allah?

Would you want to marry someone just because they are ‘Muslim’ and because others say this person is good, when in actual fact, it’s not what we think about them that counts. Rather it’s what Allah says about these people that count?

And what about those who say the following?

‘I want To Marry This Person To Help Them Become A Better Muslim’

Or

‘I Want To Marry This Person So I Can Be A Good Muslim!’

Unfortunately there are many problems with the above statements which are common in the Ummah today. We’ve lost count of the number of emails we’ve received from both brothers and sisters who married on the pretence that they would become ‘better Muslims’ or their spouse had promised them they would change their ways after marriage.

90% of these marriages end up in DEEP trouble – many end up in divorce because

humans are lazy creatures. Once married, good intentions fall by the wayside, life gets in the way, and before you know it, you've been married several years, kids come along and there are no changes.

The truth is that YOU and only YOU can change yourself. NEVER make the mistake of thinking someone else can change you, and never make the mistake of thinking that you can change your spouse (this is ESPECIALLY true of sisters who marry non-practising brothers).

Yes, a minority of people really do change, but make no mistake about it, they don't change because of YOU. They changed because of what was in THEIR heart and because THEY wanted to be guided. When a couple go through the daily rituals of life, complacency settles in and good intentions fail.

Marrying a non-practising spouse can easily mean a power struggle with regards to how children should be raised. The practising spouse wants their child to be practising, and will receive little or no support from their non-practising spouse. In some cases (unfortunately we have come across many of these) the non-practising spouse will PUSH their kids AWAY from Islam – astagfirullah!

This isn't because they are evil or nasty. It's because they can't get past their own ego. It HURTS their ego to see their child be a better Muslim than they are. So rather than deal with the guilt, they will encourage their child to a non-practising life to make THEMSELVES feel better.

Think about it like this – if you're not a practising Muslim and your ten year old is praying all five prayers while you do nothing, how do you think you it would make you feel? Guilty? Ashamed? Inadequate?

You would most likely feel ALL of these things, and if you don't want to partake in the good, there is EVERY chance you will NOT encourage your child to continue doing good either.

Do you see how deep your actions or lack of action can go?

And this is how Muslims are supposed to think – for the long-term. The dunya is short-term and Shaytaan calls you to the short-term pleasures of life and busies you with them. This is not what Islam teaches us.

Islam teaches us to think ahead. A good analogy is that of how different people view seeds:

Closed Minded People Will See A Seed As Just A Seed...Open Minded People Will See A Seed As A Tree...But TRUE Visionaries Will See A Seed As An ENTIRE FOREST!

The same is true for true practising Muslims and those who couldn't care less about their deen. Islam teaches us to think WAY ahead of everything and everyone else, while those

who don't remain incredibly short-sighted. They only see what is apparent.

Have you ever wondered how some Muslims achieve so much in their life and they have both the dunya and the deen on their side? We're talking about the kinds of people who excel in every area of their life and lead others in a hugely impactful way. Allah gives these people a charisma and strength that others lack, and they are highly influential and very much loved by all.

Unfortunately, there aren't enough people like this – true visionaries who inspire and motivate the masses to do something great with their lives and do it for the sake of Allah and the benefit of their communities.

Most people on the other hand are actually the reverse – they have little or no influence in society and most of them just chase the dunya. They have no intention of being influential motivators for the sake of Allah. They change nothing in their communities. They rarely even change themselves. In fact, it's safe to say they have no influence at all except perhaps over those they immediately impact – their families (and not in a good way either).

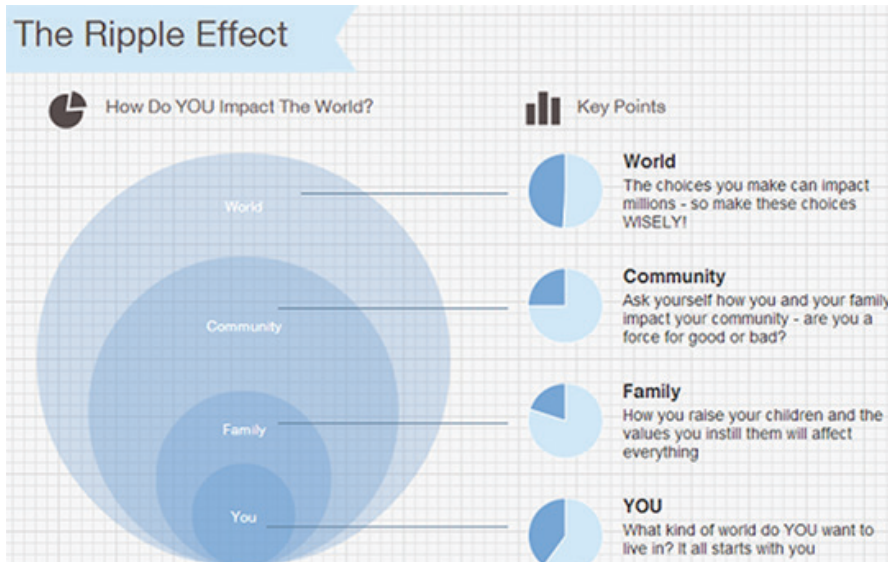
These kinds of people plod along in their daily lives, unaffected to the suffering and issues in their wider community. In the grand scheme of things, they may as well be invisible. It all comes back to the analogy of the seed. Open minded people see the HUGE impact their actions have on every aspect of their life – from the way they deal with others to the upbringing they give their children.

They understand that what they do and how they behave impacts everything: their children, their families, their communities and society at large. They are aware they have a higher purpose and a responsibility to their Lord, to the ummah and to their communities. Everything they do is deliberately focused on attaining Allah's pleasure, helping the Muslims and helping those who can't help themselves. This continual impact is likened to the 'Ripple Effect'.

The Ripple Effect Maintains That A Stone (I.E. YOU) Thrown Into The Lake Of Life Will Create Ripples Which Continually Wave Out, Affecting Everything It Touches.

When the ripple effect of a pious person goes into motion, it impacts everything they touch in a deeply profound and positive way.

As a result, Allah puts an incredible amount of barakah in everything they do, so when they do things for the deen, the impact of their help is multiplied many times over. These are what we like to call the lions of Islam – they are the true leaders of the ummah and are without a doubt, true strategic visionaries in every sense of the word. Excellence in everything is normal to them, including in their worship of Allah.



Maybe you're reading all of this thinking you now definitely want to marry someone practising. But is that enough in a person? It is to an extent - but our journey into the deeper mindset of what practising REALLY means and the impact it has on the world (and therefore the impact YOU and YOUR decisions as to who you will marry) has only just begun!

Perhaps all of this is a little too overwhelming at this point, but we really want you to understand why this is the lynchpin that holds the success of the ummah together.

In fact, everything we have just talked about is best explained through the Golden Age of Islam. Insha'Allah from this example you'll see exactly how YOU and YOUR future marriage fits into the grand scheme of things and how you can make it happen...

The Golden Age of Islam And Why We Lost It...

The Golden Age of Islam happened around the 8th Century and continued for around 400 years before it was destroyed through various factors – one of which was the deviance of beliefs away from the sunnah. During this time, Islam made lightening progress in the sciences, medicine, astronomy, philosophy, literature and all other intellectual fields.

We gave the world the first ever university and discovered some of the most important breakthroughs in the world today. From Algebra and algorithms to forceps, water clocks and even the world's first camera! The truth is that the Muslims during this era revelled in knowledge, understanding and maintained high levels of productivity and excellence in all walks of life.

They had high ambitions and sought to improve the world, so while the rest of the world including Europe was in darkness, the Middle East was in constant light - alive with knowledge and understanding. Ever since the decline of the Golden Age of Islam, the ummah has never been the same.

The Golden Age of Islam died out after 400 glorious years, and unfortunately has never been replicated since. Much of the reasons for this are the constant division of opinions,

lack of unity and the breakdown of values within the ummah.

The truth is that if the ummah are to become strong both physically, emotionally and intellectually, and are once again able to make amazing contributions to the world, then we have to start right at the beginning – with the family structure!

Now you're probably feeling a little overwhelmed at this point, but don't be. If you're wondering where you fit into the grand scheme of things and whether or not you (yes YOU) can make a REAL difference to the ummah, then the answer is a resounding YES!

Each and every single person on this planet has a choice to do good, do bad or do nothing. You can either choose to be invisible or you can do amazing things with your life that benefit so many people on so many levels. You can choose to be like those who couldn't care less about anyone, or you can choose to be like those who actively strive to do good deeds.

Remember what we said previously – it is not in our nature to want mediocrity for ourselves. This is a weakness from Shaytaan. EVERYONE on this planet is born with the ability to dream about making it big and mattering to the world. It is in our fitrah to want the best. Unfortunately, only a tiny proportion of people ever truly achieve their dreams.

If wanting success in everything and wanting to matter in the world were NOT part of our fitrah, Allah SWT would not have given us the ability to dream. Some people dream big, some dream small. But we ALL dream of wanting better. It is our subservience to our desires coupled with a weakness in emaan which prevents us from achieving what we are truly meant to.

Not everyone is destined for greatness in this life, but EVERYONE is responsible for being the best person they can be. Everyone holds the key to their own success in the akhirah. Everyone impacts on their immediate family - and that's the key.

The values YOU teach your children will be passed on through many generations and can deeply impact and affects thousands or even millions of people.

Did you know for example that even single mothers who are righteous and raise their kids with intrinsic Islamic values can create a MASSIVE impact on the world for an eternity? Women who successfully raise children to become strong believers are in fact leaving behind a legacy for humanity which shines brightly. Our Islamic heritage is littered with examples:

Hajar, the mother of Prophet Ismail (pbuh), Maryam, the mother of Prophet Isa (pbuh), and Amina, the mother of Prophet Muhammad (pbuh), all raised their sons alone due to different circumstances. These were women with taqwah who placed all their trust in Allah and worked hard to be the best parents they could be for their children.

The mothers of Imam al-Shafi', Imam Ahmed and Imam Bukhari raised their sons alone, all of whom later became renowned figures that left a major impact on the world – an impact which STILL exists centuries after they have gone.

This proves that every single person matters. You might not think you're making an impact on the world, but you will raise children that do. This is a prime example of the Ripple Effect in all its glory!

It's down to you need to decide whether the impact you have on others will be good or bad...

So Choose Your Family Life Carefully – And This Starts With Choosing The Right Spouse!

This is why when choosing a spouse, piety should always come first. A person who fears Allah will never wrong you. Nor will they do things to displease Allah SWT. Instead, a person with fear of Allah in their heart will strive for excellence in their deen – and part of deen is to excel in EVERYTHING you do with passion, hard-work, excellence and integrity.

Hopefully by now you should now have a clearer picture in your head as to the kind of person you DON'T want to marry and the kind of person you SHOULD be marrying.

Marriage is not just the union of two people, it is in fact the bond that can make or break the future generations of Muslims and ensure their survival as an Ummah that pleases Allah SWT.

This is an extremely heavy responsibility!

So this brings us back to our original concept of wanting to understand WHY you are still single.

It's got nothing to do with you being 'fussy' or 'picky' and everything to do with 3 critical concepts that are creating HUGE challenges for Muslims looking to marry everywhere.

The 3 critical reasons you're still single is because **subconsciously**, your searching criteria is based on:

- a) The superficial and materialistic**
- b) Perfection which doesn't exist**
- c) NOT wanting to explore all available options**

We say it's subconscious because you've no idea you're doing it. Even worse, you need to realise that ALL of these come from none other than Shaytaan and we'll prove it to you in just a second.

Right now you might be thinking that we've got the wrong end of the stick, but we're

willing to be bold enough to say that this is almost definitely the case. So let's dig a little deeper to discover the truth...

A) Superficial & Materialistic Criteria

We're willing to suggest with almost certainty that the criteria you've been looking for when searching for marriage prospects all have one thing in common – they have all the qualities of superficiality and materialism.

That's because when you search for someone based on wealth, beauty, their job and status FIRST and then look at piety second, you're focusing on all the things which are shallow and don't tell you about the deeper values of the person. These are ALL things that this person could lose by the will of Allah SWT.

These are NOT the values that guarantee LONG-TERM success in your marriage. These are also the qualities that Shaytaan will continually push you into wanting to strive for. Your focus is on short-term worldly gain rather than success in the hereafter.

The same is true for all the different methods you've so far used to find someone – they too are focused on superficiality which is why they've failed to help you find someone. We'll discuss this more in a moment, but first let's look at the next big reason you're still single...

B) The Pursuit Of Perfectionism

When looking for marriage, it is easy to look for the "perfect" person. Someone with piety, beauty, wealth, character, status etc...

This is a long and twisting road that doesn't actually lead anywhere because this person doesn't exist. Shaytaan makes you THINK this person exists and you may look at other people you know who you THINK have everything. The reality is you don't know what goes on behind closed doors – but as long as your heart yearns for perfection, you'll never EVER find it.

This is the trap of Shaytaan who will strive to keep you single and then make you drop your standards when you're getting older and lure into making a mistake. Shaytaan KNOWS that if he can get you to marry someone who is weak, the future generations will also be weak!

Not everyone will have everything, which is why you should focus on piety FIRST and THEN look at other more robust criteria such as character and personality traits. This will be the foundation for success – anything else is just a bonus. We're not saying don't look for these other values, we're saying concentrate on the values which will serve you in this life and the next.

It becomes dangerous for sisters in particular - they may spend years rejecting good brothers who don't have good jobs etc and then when they realise they aren't getting any younger, they may lower their standards too much and marry any fool that comes along.

And this is exactly what Shaytaan wants you to do.

C) NOT Wanting To Explore All Available Options

In the pursuit of keeping you away from what could potentially be good for you, Shaytaan will work hard at convincing you NOT to keep your options open. He does this by convincing you not to marry reverts, to stay within your caste, to avoid marrying divorcees with kids etc and he will also encourage you to stay away from options that could LEAD you to marrying a practising, pious person.

Shaytaan may convince you not to sign up to a marriage services aimed at practising people by putting doubts in your mind on the validity of the people who sign up to such services. You'll hear family members say it is shameful or wrong, and instead, Shaytaan will lure you into trying those methods which are a known cause of trouble and fitnah.

We've heard of brothers and sisters go to completely un-Islamic marriage events and sign up for services which are more like dating services. When things go wrong, they mistakenly blame the services for choosing a spouse as being flawed rather than acknowledging they didn't sign up to the RIGHT services in the first place.

So you see, **you're still single because you're search is guided by all the wrong elements which all stem from Shaytaan trying to veer you off the path of leading a righteous life!** This may seem like a bit of a shock and an anti-climax, but all will become clearer to you in just a moment.

At this point you may be wondering why...

... Finding The Right Person Is Like Searching For A Needle In A Haystack!

It's really no accident that the most successful marriages are those where the person you are closest to recommends a good spouse for you – but not everyone has this because otherwise you wouldn't be reading this report!

So what are the alternatives and why are they failing to help you find someone?

As you already know, you've several options such as going through your social networks, joining marriage bureaus, attending matchmaking events and also signing up to matrimonial websites.

The likelihood is that you've probably tried most, if not all of these methods and you've STILL failed to find the right person.

That's because as we mentioned before, all of the traditional (and not so traditional) methods of finding someone have ALL focused on the superficial.

When families focus on finding you a marriage partner, what do they look at? We're willing to say that 90% of the time, families will focus on **their criteria for success** and rarely focus on yours. It's their ideas of what they deem to be a 'good match' such as

beauty, status, wealth etc.

They focus on what this person can give you RIGHT NOW and more often than not, these are based on things which can easily fade or fail. These are classic traps the Shaytaan sets because he doesn't want you to have a life filled with the remembrance of Allah!

If you marry those who chase the dunya, their focus isn't going to be deen. Whereas if you marry someone who values deen and strives for excellence in ALL aspects of their life, you'll have success in this life and the next Insha'allah.

Cultural expectations also focus on the superficial and what's 'respectful' in their eyes – and this would include whether or not the person is from the right 'tribe' or ethnic group, whether they are successful or not and whether they belong to a well-known family.

Again, the focus is all on the superficial things that can easily be destroyed or taken away if Allah SWT so willed. The reality is that if your marriage failed, you wouldn't care less if the person was from a particular tribe or if they had plenty of money, since none of these things can EVER guarantee your happiness.

So the truth is that parents don't always know what's best. And in cases where the focus is always on the superficial, what happens is that indirectly the parents forsake the akhirah of their children by trying to find a spouse that will offer their children worldly benefits only.

They think short-term and don't consider the long-term effects of marriages where one spouse is practising and the other isn't. When marriages like these fail (and they inevitably do either physically, emotionally or mentally), the usual responses to 'fix' the marriage consist of the following bits of advice:

- they tell you to have children if you don't have them, or have more children falsely believing that children are somehow like super-glue to hold a marriage together
- you're told to 'stick it out' and be patient, despite knowing this won't fix the issue
- sisters are told to deal with a bad spouse by 'keeping quiet', doing as they're told, working harder to please them or just bearing with patience in the hope things will improve
- brothers are told to 'be a man' and be much more strict with their non-practising wife which can often mean forcing them to comply with religious duties or forcing them to dress/act in a certain way, preventing them from visiting their families or leaving the home or other restrictions. Shockingly, some elders will even suggest being abusive towards a wife who is not practising

The reality is that parents don't consider the long-term effects and the damage that this can do to the family long term. Instead, they're only worried about what others think and will try and forcefully keep a marriage together out of fear of shame in the community.

And as we've already discussed, these are the factors that lead to weak families and ultimately a weaker ummah.

Marriage bureaus also suffer from the same problems, since the main focus again is on

matching you to those individuals who you would deem to be successful. They look at a list of criteria which don't focus on the deeper values of someone. The reality is that most people are focused on the short term or ephemeral and transient things that people love and value in this world.

Are you starting to see a pattern emerging here?

Let's continue and explore this concept further...

Other methods of finding a spouse all have the same issues. Marriage events focus again on the superficial – if you like the look of the person in the room and you like what the piece of paper says about them (in other words looking at their job or accomplishments) then you're focusing AGAIN on the superficial things that Allah can take away and remove from you in an instant.

Searching in lonely hearts columns in the newspapers and online on matrimonial websites have the EXACT same pattern emerging. They ALL focus on superficial qualities such as looks, fame, accomplishments, job/business and many will even mention what caste they are.

And worse, because they all are FOR Muslims, they make the indirect and very gross assumption that in fact, as long as the person you're searching for is a Muslim, it will make for a successful marriage.

EVERY Single One Of These Methods Are Based On Pleasing The Creation And Not The Creator... And Every Single One Of These Methods Is A Big Fat Lie – A Deception From Shaytaan!

This is the REAL reason you're STILL single.

None of these methods account for piety and the deeper values of personality and compatibility that are NECESSARY to make a marriage work.

Do you see how every single one of these methods are focused on everything that is the opposite of what Islam really teaches us?

These traits of superficiality are in fact NOT factors for a successful marriage. They are in fact SYMPTOMS of an underlying problem that is facing the ummah on epidemic proportions as a whole.

Remember the exercise you did at the beginning of this report? Taking into consideration everything we've just discussed, have a deeper look at what you wrote. Chances are very high that you too, have fallen into the same problem of focusing on the superficial like the rest of these methods do.

These methods for finding a spouse are therefore deeply flawed, because they look at SUPERFICIAL traits and not at the things which matter the most – piety, compatibility and good character.

To help you understand this concept in its entirety, you need to re-think each of the traditional traits that people would normally look for in a marriage partner and think of them as merely 'plasters' which patch up the underlying problems of a DEEPER issue.

Yes, you read that correctly – running after superficial criteria such as wealth, beauty and status etc are actually symptoms of a deeper problem. ..

Now at this point you're probably thinking that superficiality is the cause of many problems, but that is in and of itself a SYMPTOM of an even bigger underlying cause of most problems in most marriages – including the issue of not being able to find a suitable spouse.

These traits are NOT the underlying criteria for a happy marriage.

They are in fact the underlying symptoms of a much more deeper problem – and that is the need to please the creation rather than the Creator!

When you strive hard to please anything other than the Creator, you are in fact striving to please the Shaytaan and working towards a dunya which is devoid of the meaning of Allah!

And it's SO subtle that most people are completely unaware they are doing this. This may come as a complete shock to you, because you didn't think in a million years this problem could be SO deep.

The reality is that the superficial criteria most people look for act as nothing more than sticky plasters which cover the true, deep and meaningful happiness you're really trying to achieve.

Wealth, beauty and status etc give you the ILLUSION you are happy because on the surface you think you have EVERYTHING you could want in a person. But, if they don't have piety they have NOTHING! They lead you into a FALSE sense of security thinking you will have everything you need to make your life happy, when in reality Allah SWT can take away ANY of these things in the blinking of an eye!

If you don't marry someone pious and God-fearing, it can VERY easily lead you AWAY from the remembrance of Allah and lead you down a dark and destructive path where you only strive for success in this world, but not for the next. This is why marrying someone who has piety is ESSENTIAL to your long-term success.

In fact, like we mentioned before, piety on its own is not enough. You need two more elements for true fulfilment...

The Happiness Equation For A Good Marriage

Most people know that Islam is a complete way of life, and because marriage is half of your deen, you need to understand that Allah SWT has not left us to our own devices when it comes to finding a good spouse.

In fact, the Qur'an and Sunnah covers marriage in SO much depth that one could literally write volumes and volumes on the subject. Allah SWT in all His infinite mercy doesn't leave anything to chance, nor does he expect us to marry someone without any detailed guidelines.

Islam gives us the perfect recipe for deeper fulfilment through the 'happiness equation'. So what is the secret to deeper happiness and true fulfilment?

It's this:

Piety (taqwa) + compatibility + righteous character = happiness AND success in this life AND the next!

Subhan'Allah, it's a simple yet extremely powerful equation that has the ability to transform your life from dull and depressing into something deeply fulfilling and positive. There's nothing complicated about this formula, but for some, even getting to this stage can unfortunately be a HUGE battle.

The equation is complete as it stands – so if the person you're looking to marry has even ONE of these elements missing, you'll never quite live a happy and fulfilled life, because there will always be something missing.

This is why when people marry someone who isn't pious but has everything else in them, the happiness is mostly short-lived. We know of many brothers and sisters who married the people they loved, but who had one of these elements missing...and lo and behold, months or even years down the line, the cracks are evident.

In particular, a sister told us about her experience of how she waited 16 years (yes, you read that correctly) to marry the man she loved...only to end up divorcing him in less than a year. The brother had EVERYTHING the world would class as 'essential' for being the 'perfect' prospect – money, a nice house, flashy car, good family, he was educated and smart, incredibly handsome and his friends said he was a nice guy.

So what went wrong? He had no piety in him at all. Because of this, he didn't give his wife her rights and was unjust in his treatment towards her. He never once had the fear that Allah was watching him and so he continued in his mistreatment of her until she had no option but to leave.

This is just one of countless cases that we receive at Pure Matrimony – and each of them spell out time and again that when you have any ONE of these pieces missing in your marriage, you cannot attain true happiness.

Love is blind for a reason – because Shaytaan tricks and fools you into believing that someone is very right for you, when in actual fact, if they have even one of these elements missing, they are totally wrong for you.

This is the deception of Shaytaan. It's one of his secret ploys – to fool you into chasing the dunya instead of the deen and in believing that you have everything you could ever want

in someone; but in reality, you only seek that which is apparent and which society tells you is good for you.

You have to remember one thing. The creation is flawed, but Allah is not. This is why when you neglect Allah's commands, great injustices happen and you fail to achieve the true level of happiness you really want for yourself.

The Prophet SAW understood this better than anyone, and there are numerous hadiths in which the Prophet SAW repeatedly tells us to look at piety and character first:

“A woman is normally sought as a wife for her wealth, beauty, nobility, or religiousness (adherence to Islam), but choose a religious woman and you will prosper” (Muslim)

The Prophet SAW also said, **“A woman is married for four things, i.e., her wealth, her family status, her beauty and her religion. You should marry the religious woman (otherwise) you will be a loser.”** (Bukhari)

In another hadith, the Prophet SAW said: **“The whole world is a provision, and the best object of benefit of the world is the pious woman.”** (Muslim)

The same holds true when looking for a husband, as the Messenger of Allah SAW said, **“When someone with whose religion and character you are satisfied asks to marry your daughter, comply with his request. If you do not do so, there will be corruption and great evil on earth.”** (Tirmidhi)

These hadith prove that character and religion should come first and foremost over every worldly aspect.

Sometimes doing so may seem counter-intuitive and can be a source of worry for some people – but this is a sign of weakness of faith.

This example is perfectly illustrated with the story of Julaybib (RA):

Case study of Julaybib(RA):

His name was unusual and incomplete. Julaybib means, “small grown”. It is the diminutive form of the word “Jalbab”. The name is an indication that Julaybib was small and short. More than that, he is described as being “damam” which means ugly, deformed, or of repulsive appearance. Even more disturbing, for the society in which he lived, Julaybib’s lineage was not known. There is no record of who his mother and father were, or to what tribe he belonged. This was considered a serious disability in his society. Julaybib (RA) could not expect any compassion, protection, or support from a society that placed a great deal of importance on family and tribal connections. In this regard, all that was known of him was that he was an Arab and that, as far as the new community of Islam was concerned, he was one of the Ansar. He was shunned in his society. As an example, Abu Barzah, of the Aslam tribe, prohibited him from entering his home, and he told his wife:

“Do not let Julaybib (RA) enter among you. If he does, I shall certainly do something terrible to him.”

Was there any hope for Julaybib (RA) to be treated with respect and consideration? Was there any hope for him to find emotional satisfaction as an individual and as a man? Was there any hope for him to enjoy the relationships that others take for granted? And in the new society emerging under the guidance of the Prophet (SAW), was he so insignificant as to be overlooked in the preoccupation with the great affairs of state and in the supreme issues of life and survival which constantly engaged the attention of the Prophet (SAW)? Just as he was aware of the great issues of life and destiny, the Prophet (SAW), who is mercy for all humanity, was also aware of the needs and feelings of his most humble companions.

With Julaybib (RA) in mind, the Prophet (SAW) went to one of the Ansar and said: I want to have your daughter married.

“How wonderful and blessed, O Messenger of Allah, and what a delight to the eye (this would be),” replied the Ansari man with obvious joy and happiness.

I do not want her for myself, added the Prophet (SAW).

“Then for whom, O Messenger of Allah?” asked the man, obviously somewhat let down. The Ansari must have been too shocked to give his own reaction so he replied: “I will consult with her mother.”

And off he went to his wife. “The Messenger of Allah (SAW) wants to have your daughter married”, he told his wife.

She was thrilled. “What a wonderful idea and what a delight to the eye (this would be),” she said.

“He does not want to marry her himself, but he wants to marry her to Julaybib (RA),” he added. She was flabbergasted! “To Julaybib (RA)? No, never to Julaybib (RA)! No, by the Living Allah, we shall not marry (her) to him.” she protested. As the Ansari was about to return to the Prophet (SAW) to inform him of what his wife had said, the daughter, who had heard her mother’s protestations, asked: “Who has asked to marry me?”

Her mother told her of the Prophet’s (SAW) request to marry her to Julaybib (RA).When she heard that the request had come from the Prophet (SAW), and that her mother was absolutely opposed to the idea, she was greatly perturbed and said: “Do you refuse the request of the Messenger of Allah Ta’ala? Send me to him, for he shall certainly not bring ruin to me.”

This was the reply of a truly great person who had a clear understanding of what was required of her as a Muslim. What greater satisfaction and fulfillment can a Muslim find than in responding willingly to the requests and commands of the Messenger of Allah Ta’ala! Truly, this companion of the Prophet (SAW), even though we do not know her name, set an example for all of us to obey the Quranic command:

Whenever Allah and His Messenger have decided a matter, it is not for a believing man or woman to claim freedom of choice in so far as this matter is concerned. And he who disobeys

*Allah and His Messenger has, most obviously, gone astray. [Al-Ahzab 33:36]
This was revealed in connection with the marriage of Zaynab bint Jahsh and Zayd bin Harithah, which was arranged by the Prophet (SAW) to show the egalitarian spirit of Islam. Zaynab (RA), at first, was highly offended at the thought of marrying Zayd (RA), a former slave, and refused to marry him. The Prophet (SAW) prevailed upon them both and they were married. The marriage however ended in divorce and Zaynab was eventually married to the Prophet (SAW) himself.*

It is said that the Ansari girl read the verse to her parents and said: "I am satisfied, and submit myself to whatever Allah's Messenger (SAW) deems good for me."

The Prophet (SAW) heard of her reaction and prayed for her: 'O Lord, bestow good on her in abundance and make not her life one of toil and trouble.'

It is said that among the Ansar, there was not a more eligible bride than her. She was married by the Prophet (SAW) to Julaybib (RA), and they lived together until he was killed. He went on an expedition with the Prophet (SAW), and an encounter with some mushrikin ensued. When the battle was over, the Prophet (SAW) asked his companions: Have you lost anyone? They named their relatives or close friends who were killed. Another group answered that they had lost no close relative whereupon the Prophet said: But I have lost Julaybib (RA). Search for him in the battlefield.

They searched and found him beside seven mushrikin whom he had struck before meeting his end. The Prophet stood up and went to the spot where Julaybib, his short and deformed companion, lay. The Prophet of Allah stood over him and said: He killed seven and then was killed? This man is of me and I am of him. He repeated this two or three times. The Prophet then took him in his arms and it is said that he had no better bed besides the forearms of the Messenger of Allah.

The Prophet then dug for him a grave, and himself placed him in it. The Prophet of Allah (SAW) did not wash him, for the one slain in the Way of Allah is not washed before burial. Julaybib (RA) and his wife are not among the companions of the Prophet whose deeds of obedience and valor are well known. The little that is known about them demonstrates how the meek and the humble were given hope and dignity by the Prophet (SAW) – where once there was only despair and self-debasement.

The attitude of the unknown and unnamed Ansari girl, who readily agreed to be the wife of a physically unattractive man, reflected a profound understanding of Islam. It reflected the effacement of personal desires and preferences, even when she could have counted on the support of her parents. It reflected a total disregard for social norms and pressures. It reflected, above all, a ready and unshakable confidence in the wisdom and authority of the Prophet in submitting herself to whatever he deemed good. This is indeed the attitude of the true believer.

In Julaybib (RA) there is the example of a person who was regarded as a social outcast because of his mere appearance. Given confidence by his faith in Allah, the Glorious, and encouragement by the noble Prophet (SAW), he was able to perform great acts of courage and was blessed by the most virtuous death a believer could ever hope for – death fighting in the Way of Allah, the Supreme. This led to the commendation which should be the desire of every

*believer: the commendation of the Prophet of Allah (SAW) : He is of me, and I am of him.
Taken from: <http://www.haqislam.org/julaybib/>*

Indeed from the story of Julaybib, there are so many lessons that can be taken from it. The thing to remember with this story is that so much good came from a man who was considered by his society as an outcast because he was the exact opposite of what society tells us is good and successful – however, Allah SWT's promise is true and as a result, so much good came for his wife who was highly sought after and who went against common convention to marry Julaybib (RA).

If only people in the modern day would have so much reliance on Allah SWT – we would be a mighty ummah once again and our strength would lie in pleasing Allah SWT so that He Azzawajal would help us in every aspect of our lives.

'Having Allah On Your Side Is The Definition Of True Success'

The problem is that as an ummah, our value system has shifted to that of the kuffar. Because they don't believe in Allah and don't believe in the next life, their moto is that 'you only live once' – and so they seek out their desires instead.

Their values are based on chasing money, status, fame, beauty and all the things which are transient and shallow. The sad fact is that we're living in what can only be described as a 'throwaway culture' where people are like sheep following sheep. If something isn't right, rather than try and correct the problem, it's easier to throw it away and get something else.

The same is unfortunately true for marriages. If a marriage is failing, rather than seeking to address and fix the problems, people opt for divorce instead as an easy way out. No-one should stay in a bad marriage, but if a problem can easily be fixed but seems like too much effort, people would rather break families apart than deal with the issues at hand.

The truth is we need to...

Go Back To Basics And Place Your Trust In Allah...

We need to go back to Islam, because it was created by Allah SWT for our own benefit. No one can know us better than our Creator, so who better to place our trust in?

So why are we commanded to look at someone who has a good character and is pious? Simple, because those who have religion AND fear Allah won't abuse you or disrespect you and neither will they be unfair to you. And if you have a good character, it outlasts and outshines everything else. People will love you because they respect you sincerely as being someone of virtue.

Piety and good character are in fact the markers for success in the next life, since Allah SWT will ask us about our religion and our good deeds and how we treated others. Everything else will be left behind and nothing else counts.

Now ponder over that for a moment – if piety and character are the markers for success in the next life, doesn't it make sense that these should **ALSO be our markers for success in this life?**

Indeed, those who are successful are the ones who love and hate for the sake of Allah, fear Him, love Him and do what they can to please Him. The two are mutually exclusive – which means you can't have one without the other... and in fact, having one without the other is like having a treasure chest but not having the key to open it.

It therefore makes sense that marrying someone who has these things would open the riches of happiness and imaan in this life and the next.

Now you may argue that if someone has taqwa and good character, but doesn't have a job or beauty or anything else, how can they possibly benefit you in this life?

You need to remember one thing: When someone loves Allah and fears Him, they will ALWAYS be constantly improving themselves. This is ESPECIALLY true for the brothers, since they are the ameers of the home.

Remember what we said earlier about true security lying with the ability to earn rather than having a good job?

Well it's important to understand that true security is being with the person who fears Allah SWT because they will demand excellence for themselves in every walk of life. A person of true good character and taqwa will be:

- hard-working
- respectful
- understands their responsibilities and will go the extra mile to fulfil them
- pleases the Creator and not the creation
- is fair and just
- thinks about the next life
- has substance
- has good manners
- values life and values people

Aren't these characteristics you would love in your future spouse?

It doesn't matter if you're marrying a brother or a sister, all of these qualities will hold true in someone of good character and taqwa.

So now you understand the deeper benefits of having a good character and taqwa, let's talk about the third aspect of the equation – let's talk about compatibility.

Compatibility is often misunderstood as being the same thing as similarity. Often when people look for a spouse, they might look at the things which make people similar – for example what foods they like, which interests they have etc...

However, similarity and compatibility are not the same thing. Compatibility goes MUCH

deeper than similarity which is more superficial.

Compatibility encompasses:

- how well you get on with someone irrespective of how similar someone is to you
- deeper values that you hold dear (from an Islamic perspective this would be your aqeedah)
- your outlook on life
- what your long-term plans are
- your deeper personality traits of what makes you YOU

While similarity only looks at what you like and dislike, compatibility takes into account EVERYTHING – from your world view, to your future plans to how you live your life and what values you stand by.

This is why when searching for a spouse, never go by the things that make you similar, and ALWAYS go by how compatible you are.

We know of a sister who married a brother based on similarity – so they both had the same interests, enjoyed reading the same material, loved similar food etc. However, their personalities were incompatible and after 11 years of marriage (which was as the sister admitted an extremely lonely and depressing marriage) they divorced, dragging their children into the mix. They both admitted they were like ‘chalk and cheese’ and their world view was so shockingly different, that in the end their marriage was nothing but a series of strained formalities.

Trust us when we say that marrying someone just because they love travelling and eating spicy food is not going to keep your marriage together if your personalities are incompatible and you both want different things in life!

Hopefully by now, you’ve got a detailed understanding of what it takes to be truly happy in a marriage and why finding the right person is so important for not just this life and the next, but for the ummah as a whole.

So How Do You Find Someone Who Is Pious, Good Character And Is Truly Compatible?

Perhaps you’ve tried to find someone yourself based on all the criteria you set out in the exercise above, and it’s failed... or even asked family and friends to find someone for you, but that too has been a disappointment.

Or maybe you tried marriage bureaus and also realised this too was an epic fail... Perhaps you’ve tried marriage events and hated feeling like you’re in a cattle market... And perhaps as a last resort you’ve tried so called ‘Islamic’ matrimonial services and found this too to be a failure.

As we’ve already mentioned previously, they all fail because the focus is ALL on the same shallow traits that are defined by the creation and are NOT what Allah has defined for you!

You see each time you move away from the Creator, you inevitably suffer failure which can lead to depression... it's the same reason as to why:

- Rich people commit suicide
- Famous people have breakdowns
- Those who chase the dunya feel empty, dejected, and feel something is 'missing'

Those who seem to have everything except Allah in their life are deeply unhappy because their values are not based on the everlasting values Allah has given us and instead focus on the desires Shaytaan places in our hearts to divert us.

As we've already explained, the problems of the inherent marriage crisis are a direct result of choosing the creation over the Creator.

This is different to what most people think is the reason for the marriage crisis – they will tell you they simply can't find good people to marry. But hopefully, as you should have by now realized, the problem runs much, much deeper than this.

Let's classify the subconscious desire to please the creation and please Shaytaan as being the 'modernization' of values and the result of a temporary 'dream' culture which exists in the hearts of the ummah.

The problem of chasing the dunya in essence:

- removes us from reality
- has no real substance underneath
- forces you to hold onto shallow values because you don't believe your Deen is enough for you
- creates a crisis in your faith and puts a rift in your love for Allah

When your level of a faith is low, it's easy to succumb to the temptations of Shaytaan. Those whose level of faith is the highest and who have an unshakeable belief in their Creator, who rely on Him and trust in Him and who choose the criterion that HE Azzawajal defines as good for us are the true winners.

They're the ones who will as a result, remain deeply connected with Allah and feel deeply happy and grateful no matter what life throws at them. It is they who die fulfilled and happy because they accepted Allah's will for themselves.

Most people fill their life with things and stuff or perhaps a certain lifestyle because they are trying to cover up and make up for a lack of faith. History has shown us repeatedly that people who have very little but have an unwavering and unshakeable belief in Allah and are obedient to Him are always the happiest.

The harsh truth is that every problem in society comes back to the core of society which is the family unit. If there is no emotional unity between a couple and no love for the deen, then no matter how hard families try to bring the disunited couple together, ultimately the marriage will fail.

There are countless stories of couples who have NO physical or emotional bond and are simply staying together because they feel they have to, or they are too scared to break away. In some cases, men will go and secretly marry other women or have affairs – and the latter is true especially if the brothers are not practising.

The results of such marriages are deep sadness, broken and dysfunctional families who have absolutely NO vision for their future and don't have any idea where they are heading. There is no over-arching vision or goal they are working towards, so the focus becomes the materialistic aspects of life instead.

Ultimately, this leads to high divorce rates in society. In marriages that just 'get by', long-standing emotional abuse and mental health issues such as deep depression are very common.

There are countless cases of physical and emotional abuse or total neglect – and in the majority of cases it is the women and their children that suffer.

So what kind of a life do you think you would have with someone who isn't practising and who doesn't have a good character and isn't compatible with you? Do you honestly think you could make it work?

No one can make a marriage work unless you have two people who are compatible and who want to make it work. You can't fool yourself into thinking it will be ok... Remember...

If Your Marriage Doesn't Start Off Right, It Will Never End Right

This is why it's essential to your long-term health and success to only marry someone who fits the criteria of the happiness equation. Anything else is just a bonus!

Finding someone with these qualities is challenging, but not impossible. You just have to shift the way you think about HOW to find the right person.

We always recommend you start with your family and friends and people in your own social networks – people you know, trust and can guide you to the right marriage prospects. After all, they know you best and as long as you mention the criteria you are looking for based on the happiness equation, Insha'Allah, the RIGHT prospects will come your way instead of the wrong ones!

However, we ALSO recommend that you should ALSO cast your net far and wide to give yourself the BEST chance of finding a suitable spouse. So if you're reading this report and haven't found what you want through your immediate network, it's time to look at other options.

Be careful of which methods you choose because if they focus purely on the superficial, there's every chance you'll fall into the trap of the dunya instead – and this as we've already mentioned is a deep road leading nowhere. In fact, over the years, Pure Matrimony has closely monitored comments to various discussions on Facebook, as well

as conducting many polls.

Unfortunately here are just some of the most common problems that couples who divorced/separated mentioned about their married life:

- they felt unfulfilled and many felt as if their 'soul had died' (in other words, they felt empty inside)
- they reported their life as being nothing but a big fat lie and that having to keep up appearances in front of others was overwhelming, depressing and exhausting
- having to fulfil their responsibilities to one another felt like a burden and was something they resented
- they hated being in each other's company
- sisters complained that non-practising brothers especially would deliberately stay away from the home and would prefer the company of friends than spend time with the family
- couples complained they felt ignored/neglected by their partners
- depression and anxiety was extremely common
- many reported 'suicidal tendencies' when they didn't get the support they needed from family and friends
- most felt aimless with no desire to want to do anything productive with their lives
- those who were practising felt as if their potential to do good things was drastically stunted because they felt extremely de-motivated
- depression and a high incidence of mental health issues were reported, with many couples undergoing counselling, therapy, taking anti-depressants etc
- insomnia and lying awake at night feeling stressed and also many sisters in particular reported crying themselves to sleep at night
- majority of couples reported despondent and difficult kids with behavioural problems, lack of motivation, poor self-esteem and poor confidence and underachievement in their studies

This list is by no means exhaustive, and we could go on and on, but the truth is that many cases of divorce and separation don't happen overnight – especially where children are concerned. Often couples stuck in these marriages of convenience will stay like this for many, many years until one of them snaps and can take no more.

And the underlying cause of ALL of these issues and problems?

You guessed it – marrying someone who fit the worldly criteria of successful but didn't meet the criteria of someone who was geared towards wanting to please Allah!

This is NOT what marriage is about!

Can you imagine being married and dealing with all or even some of the above problems for years at a time?

Ask yourself this – is this really what you want for yourself?
We're pretty sure the answer would be a resounding NO!

It is NOT natural to want a mediocre life, and it's NOT natural to want to live a life where

you feel your life is not your own.

Allah SWT didn't create us to just 'get by' – he created us with many gifts and talents, with many dreams and desires to do amazing things. He Azzawajal didn't create us with dreams so we could be disappointed, but so that we could do great things with our life such as shaping the future ummah for success.

The sad fact is many Muslims in this day and age are raised with the mentality that they should simply 'get on with it' and are often told to 'be more realistic' when it comes to wanting greatness for yourself. Sisters in particular are discouraged from daring to dream of a good future and in general, families teach their children short-term values and don't teach them or prepare them for long-term success.

This is a cycle that **MUST** be broken and it needs to start happening **NOW**.

As an ummah, we should aspire to the ways of the Sahabas and of the Prophet SAW – this was an era that marked the beginning of the rest of the World. **It is due to their right choices that have led us to becoming Muslims today which will Insha'Allah save us from the fire in the next life.**

Alhamdulillah, 1 in every 5 people on Earth are now Muslim because of the choices made by our beloved Prophet SAW and the rightly guided Sahabas. Considering the Prophet SAW was not educated and couldn't read or write, this is an astounding achievement and his (SAW's) legacy is still with us today and ever growing, despite the passage of over 1400 years of time.

If the Prophet SAW had focused on short-term gain, Islam would surely have died out with his blessed death – but instead, the Prophet SAW was a grand visionary. Everything he (SAW) did was for the benefit of the ummah. The Prophet SAW didn't see a seed as a seed or even a tree...the Prophet SAW was thinking of the entire forest (the ummah) and this is why his blessed legacy stands today alhamdulillah!

It is the Ripple Effect in motion which has continually grown and grown over the years and spread out across the Globe.

Allah has shown us time and again that **Nations who were consistently upon evil were destroyed many times through plagues, natural disasters and the spread of disease.** Allah SWT has shown us through history that when people abandon good and are upon falsehood, when they stop believing in Allah, and biddah is widespread, then He Azzawajal replaces evil Nations with better ones.

Those Nations who have always enjoined in good and forbidden evil have flourished into something beautiful – as we mentioned previously, a perfect example is that of the Middle East during the Golden Age of Islam.

Ultimately, we want to go back to the high level of mass productivity we once experienced during the Golden Age which now seems lost forever. But Insha'Allah we can and we **WILL** rise again – Allah has promised us this. As we move towards the end of days, Allah SWT has promised that there will come a time when Islam will flourish and rule

peacefully for several years – and this is what we want to start moving towards.

And again, it ALL boils down to the cornerstone of the ummah – a strong family unit which can only happen through a strong marriage based upon religion and good character.

The worse thing is that **if we as an ummah continue on our current path by making poor choices when it comes to marriage, we collectively lose in this life and the next.**

This really is all about moving away from the shackles of Shaytaan and creation who encourage you to chase your desires and shallow dreams and go back to the Creator with the desire of wanting the good of the next life instead. And until we go back to this, this vicious cycle will continue.

The beauty of marrying a spouse who is chasing the akhirah is that Allah rewards you with peace and harmony and happiness in this life as well as the next – a double bonus! Those who marry for the sake of other than Allah and chase the dunya don't feel the blessings of happiness in this life or the next. As Allah SWT says in the Qur'an:

'The Rivalry In Worldly Increase Diverts You, Until You Go Into Your Graves.'

Quran – 102:01

When you marry someone who shares the same visions and religious beliefs as you and who has a good character, then Insha'Allah your marriage will be happy and productive. Long term this means a brighter future for everyone, a stable family structure, balanced and productive children and low divorce rates.

Therefore if you're looking to get married and be happy, you MUST start the right way now which fixes the potential long-term problems you could face and which could affect the future of your children.

A successful marriage allows us to re-establish the core of society, strengthening it deeply and building strong foundations for the future. Insha'Allah we will collectively have the potential to rise again victorious in this life and the next and all this means a successful ummah once more!

The Marriage Crisis Problem Re-Defined: The Islamic Visionary Vs The Modernist

We've already explained to you the problems of modernization through the abandonment of faith and chasing the dunya. We'll call people who chase the dunya 'Modernists'.

So by default, those who are successful in the eyes of Allah are those who follow Islam and are righteous and good and those who demand excellence in life. We'll class these people as Islamic visionaries.

The Modernists are failures waiting to happen. As long as you pursue your desires for the

world, you will always be troubled through emotional, mental or psychological means. You'll never be fulfilled on a deeper and more spiritual level and will always feel 'empty' inside.

Islamic visionaries on the other hand want to emulate their righteous predecessors - the Prophet SAW and his companions. If you pursue this way you'll always be deeply happy and this fixes your problems long term.

Why? Because seeking the pleasure of Allah is the deepest form of pleasure you can ever have – and when you do this with someone who shares the same passion, the love you have for Allah grows even stronger.

Most Muslims are subconsciously conditioned by society to aspire to worldly delights, because they feel their deen isn't enough for them. They're riding a rat race by running towards a level of perfection that can NEVER be attained because as we said before, it doesn't exist. It's the trap of Shaytaan.

This creates a deep conflict inside you and keeps you unfulfilled because you're working towards something you'll NEVER have. There is no such thing as 'having it all' at the expense of losing your deen.

Allah's promise is true. As long as you busy yourself with the affairs of this life, your faith will always remain weak. Therefore as long as people are in this trap it has a knock-on effect on communities which are also weak as a result.

The greatest deception is that we try to fix these things by throwing more time and more money on useless things that will get left behind when we die. We ignore what we will take with us which is religion and character. This is the true measuring stick of success in this life and the next...

You see, the modernist lifestyle always focuses on the glass being half empty. This is why nobody is ever happy, grateful or fulfilled. Islamic visionaries on the other hand, always focus on the glass half full, so no matter what life throws at them they are always deeply happy. Plus they breeze through life with a level of optimism that those who covet this world simply don't have.

Remember, life is simply the deception of the devil. Therefore, running after wealth, beauty, status etc are all buying into that same deception. These things only temporarily make you happy, and focusing on these things without focusing on religion will leave you deeply depressed. You'll feel as if your soul is trapped and your long-term happiness will be deeply compromised-as will your next life.

What's Your Ideal Life REALLY Like?

Have you ever pictured the perfect image of married life? Imagine what this would look like for you. For example, you'd have someone who loved you deeply no matter what...

They would respect you and support you through trials and afflictions as well as through

the bad times. They would be the coolness of your eyes, and within their company you would find rest and solace. Your marriage might have ups and downs, but nothing you couldn't face together with love and patience.

Your home would be a happy home filled with wonderful memories. You would love to spend time with each other. You would do whatever it took to protect one another, as Allah has told us in the Quran that husband and wife are like garments for one another. You and your spouse would actively spend time in the pursuit of knowledge of the deen, loving and hating for the sake of Allah and forsaking all else because you know you have everything you need to feel complete within your spouse. Your nights would be spent in prayer and reflection, thanking Allah SWT for the bounties He has given you...

Your children would be pious, righteous and highly productive. They would excel in every aspect of life and you and your spouse would raise them with love and patience. You would grow together as a family, your common goal being Allah's pleasure and working towards the next life.

You would do amazing things as a family. You'd be generous with your time and your wealth for the benefit of humanity. And Allah SWT would put tranquillity and peace between you so that you'd face whatever life threw your way with firm faith and the conviction of your beliefs...

...And when you got to the end of your life, you would die fulfilled and happy, secure in the knowledge you left behind good children who would be sadaqa jaariyah for you. Isn't this what you want?

Does it sound too good to be true, and does it sound like something that only happens to other people but not you?

Let's see what Allah SWT says about this in the Qur'an:

"Among His signs is that He created for you mates from among yourselves, in order to have tranquillity with them and He put love and mercy between your (hearts): verily in that are signs for those who reflect."

[Surah Ar-Rum 30:21]

It should come as no surprise to you that Allah SWT has mentioned in this verse that **'He created for you mates from among yourselves'**. What exactly does this mean? Many things can be taken from this verse, but more specifically it refers to marrying someone who is compatible with your:

- Beliefs and level of piety
- Interests
- Temperament
- Personality
- Outlook on life

Remember that compatibility means not just being similar to you – it also means having

the same long term wants and desires.

So who better to know us and our needs than our Creator!

Why then as an Ummah are we not marrying those who are compatible with us so we CAN have the ideal married life?

Because we don't have the confidence to actively do what it takes to achieve this ideal. And you'll know this to be true if you do any of the following when searching for a spouse:

Refusing to see potential prospects offline or online without looking at their picture first

- Always focus on how much they earn or what their career is
- Easily swayed by prospects you know to be wealthy
- Willing to overlook key compatibility issues especially if the potential prospect is wealthy or beautiful
- You tell yourself that piety is something that can be worked on after marriage when you meet a potential who seems to have everything else going for them
- Overlook personality differences if everything else seems to be ok
- You're too willing to 'change yourself' for a potential prospect (this is more true for sisters who think they have found the one) just because they are beautiful/wealthy
- You convince yourself that as long as the potential match is wealthy, you'll have a secure life and won't have any financial stress (despite knowing they are not right for you)
- Piety is more of an afterthought after first checking for the above

If any of these apply to you, you can be sure you're allowing superficiality to interfere with your hopes of a successful and happily married life. You somehow convince yourself that it will be ok and you'll figure a way around your issues to 'make it work'.

This is how you know you're the victim of a superficial dream culture. In effect, you're searching for a level of perfection in the dunya that can never be attained. The pursuit of wealth has led many people to total ruin from both a spiritual and psychological sense. Worse, we know of many people (this is especially true of sisters with low self esteem) who will settle for good-looking and successful partners and not much else. It's as if being with someone who has everything in the dunya re-affirms to others that you have 'made it' and done well for yourself.

It's how millions of Muslims unfortunately live their lives – they're dictated by shallow societal values which serve only to distance them from both long-term happiness and the blessings of Allah SWT.

What does this do to a person in the long run? It destroys their self-esteem when things go wrong, and they fall into deep despair questioning where they went wrong. Isn't it ironic how all the things you wanted to avoid are the very things you ended up with – and often in very large doses!

Often when you've been waiting a very long time to get married, the inner thoughts will say to you to marry so and so because they are successful, and that even though they don't have the deen, it's something they can help change later. The truth is that it rarely works out that way.

Chasing The Dunya Is No Laughing Matter...

Brothers and sisters looking to get married often find that waiting for the right person to come along is pretty depressing. Notice we said 'waiting for the right person to come along'. This is because unfortunately many people think that the right person literally will turn up at their door without any effort on their part.

Now we're not saying this doesn't happen. This can and does happen to a small number of people. However, the majority of people have to get themselves out there. If finding people in your own network is not an option, then you seriously need to look at other options such as going online.

Now most people (especially practising people!) seem to run the other way when you mention going online, because they feel that this is a 'last resort' or think that only people who mess about go online. Well, here's an interesting fact - Time magazine reported that 1 in 5 people around the World find their partners online.

More recently, a leading, non-Muslim matchmaking service conducted a very long and in-depth study and found as many as 1 in 4 people found their matches online! The truth is we live in an age where almost everything is run by computers, and so turning online to find a spouse is a natural progressive step in the right direction.

Taking this into context, there's a good chance your future spouse may well be found online. Unlike even a century ago when people stuck together in groups and communities, the Muslim population is increasingly diversifying across the World and will travel for the sake of work or wherever opportunity knocks. It's totally understandable and obvious that if this is now fast becoming the norm, then reaching these Muslims who no longer live in larger Muslim communities will be challenging and they will need some help when it comes to finding a spouse – more often than not, this means turning online.

It's NOT as scary as it sounds, nor is it something to feel ashamed about. The truth is that if you feel this is a shameful thing to do, remember that many of your friends and extended family members may well have married partners through this method too!

The problem is that if you continue to sit around and do nothing, hoping and praying for the right person to come along (and of course if you're reading this we can safely assume they haven't) then you may well be waiting a very long time.

Time is a funny thing, since the more you wait to get married, the greater its effect on your inner wellbeing. Waiting a long time really can ruin your self-esteem and knock your confidence into the ground. In short, it's not worth the stress and the headache.

If you've been searching for a spouse for at least two years, you may well be feeling any of

the following:

- Desperate
- confused
- lonely
- irritability and mood swings
- depression
- forcing you to think unholy thoughts
- embarrassed about telling people your age for fear of being judged
- Sister in particular – you're worried your biological clock is ticking away fast and concerned you might have problems when it eventually comes to having children
- Feeling stressed and left behind at the thought of starting a family in your older

years whilst your friends are preparing their kids for school, high school and even college! In fact, these feelings are incredibly common. Recently a brother got married for the first time ever at the grand old age of 40 – after searching for over 17 years for a spouse!! The brother left no stone unturned in his quest to find the one, and went through so many potential prospects as possible. After several years of no luck, he went through a phase where he completely stopped searching altogether because it was severely impacting his emotional well-being.

While his friends were busy getting married, having kids and raising them, he seemed to be stuck in a depressive black hole where he contemplated giving in to shaytan and committing zina, but alhamdulillah, he had good friends to guide him away from haram and spur him on for his search.

After 17 years of exhaustive searching meeting dozens of potentials and wasting a LOT of money on family dinner invitations and visits to potential prospect's homes, he decided he better to do something 'drastic' and went and registered with a Muslim matrimonial service and then finally found his wife online!

The saddest irony of this situation was that the brother's mother who was desperate to see her son married and wanted to see her grandchildren, sadly died before he got married. On top of this, the brother had lost 17 of the BEST years of his youth in a search which ended online but which in reality, should have STARTED online much, much sooner.

Can you imagine wasting the best years of your youth in a hope and a prayer and then suddenly deciding that if you don't do something like search online soon, you'll probably stay single forever! If this sounds like you then you need to understand something right now.

There is no such thing as time being on your side. Anyone who tells you this or tells you that you've got nothing to worry about has no insight into what a nightmare scenario your search for a spouse could really turn into.

We know from the hundreds of emails we receive each year from frustrated people just like you who have 'finally' caved in and decided to take their search online after many frustrating years of searching for the one. These are professional, highly educated

individuals who have advanced in every area of their life, but for one reason or the other, marriage just hasn't happened for them.

Brothers described as 'confident' and 'headstrong' were finding the prospect of not finding a wife daunting and depressing, and impacting hugely on their confidence. Sisters complained of low self-esteem.

It seems prevention really is the cure when it comes to 'fixing' the marriage crisis. People need to come back to the basic fact that they simply CANNOT rely on their credentials to get them a good spouse – it just doesn't work that way. They also need to accept that chasing the dunya is really going to set them up for long-term failure, with many practising brothers and sisters lowering their religious standards and marrying non-practising spouses – only to suffer the consequences years later.

The Reality Is You Need To Fix The Problem To Be Happy. As Soon As You Fix The Problem, Life Will Fall Into Place.

So where do you go from here?

It's about having trust in your Creator and being bold enough to do what's right rather than what is expected. You and ONLY you can solve the problems at hand...

- You can't blame your family or your friends since they are under the same illusions of chasing the dunya as everyone else
- If your imaan is weak, it's by your OWN doing because you didn't place your trust in Allah enough
- If the current methods of trying to find a spouse are not working for you, it's because you're attacking the symptoms of the problem rather than the cause - in other words you're making the wrong choices and you're going for the world rather than religion
- If you're turning people of deen and character away it's because they don't sit right with your core beliefs of success and wealth

By not dealing with the problems, you're making them worse and your failure to acknowledge this is fuelling the cycle of desperation.

Some of the ways in which you might be unconsciously making these problems worse is by for example:

- Putting off marriage to pursue a career (again you're doing what society wants)
- Putting off marriage for getting educated
- If you're already married, you may be staying in an unhappy marriage with a non-practising spouse which also makes the problem worse
- Submitting to family pressure and marrying a family member because it suits the family has the same effect

In fact, all of these things fuel the problem, which is why the solutions you've so far been trying to find have failed because they don't solve the underlying problems of going back

to the deen.

This is why as an ummah, we have the following problems:

- High divorce rates
- Increase in broken homes
- High percentage of Muslim inmates in prisons
- Weak Muslim communities
- We are being disgraced all around the world
- Golden age of Islam is lost
- The devil destroys the bond between husband and wife when one or both are not practising because the bond between them is not strengthened with imaan
- Society crumbles
- Families breakdown

The irony of this is that even the non-Muslims acknowledge that couples who don't have anything in common have the same issues!

The stark reality is that if we continue to chase the world and the creation, rather than hold fast to the teachings of Allah, then we will be ruined as an ummah, and we will only have the following to look forward to for our kids:

- More single parent families
- Struggling to hold onto the deen
- Depression, stress and anxiety on the rise
- Society becomes more and more immoral
- Promiscuity and Zina will continue to rise
- Muslims will continue to be attacked
- Future generations will lose their religion and take on the ways of the immoral
- Our ummah will become increasingly weak

Is this the legacy you want to leave your children?

In fact, the whole issue of abandoning the akhirah and pursuing the dunya can be brilliantly summed up by one of the greatest companions of the Prophet SAW:

“We were the MOST humiliated people on earth and God gave us HONOUR through Islam. If we ever seek honour through anything else, God will humiliate us again.”

(Umar Ibn Al-Khatab RA)

Unless we start fighting for what is right and rectifying our wrongs and our shortcomings, we'll be ruined!

Imagine how you'll be when you get to the end of your life if you don't deal with these problems now:

- You'll die lonely and unfulfilled
- Full of regrets
- Bitter and angry

- Your kids will fall into the same trap
- And the cycle of desperation starts all over again

Therefore we need to change starting with ourselves by renewing our intentions with Allah SWT and by taking a more pro-active choice when choosing a partner for marriage. So if up until now, you've felt any of the following when searching for a spouse, we have some good news for you:

- Being labelled as picky/fussy
- Never felt happy with the prospects on offer
- Continued to feel lonely/isolated and as if nobody understands you
- Felt depressed by the constant rejections or rejecting of prospects
- Felt as if you've lost hope
- Feel as if your constantly searching for the one and nothing is happening
- Tried altering your image to make yourself appear more attractive
- Have tried changing your ideals
- Felt like submitting to your parent's wishes, even though they don't know any better
- Suffer from low self-esteem
- Suffer from low confidence levels
- Constantly worried about being conned or hurt by prospective spouses
- Get on the defensive when people ask why you're still single

If any of these apply to you, then you're totally in the right place, because alhamdulillah there IS hope.

The Truth About Online Matrimonial Services

If you've tried all the so called traditional routes to marriage but failed, then you might have considered online matrimonial services as a last resort.

Maybe you've desperately wanted to try online websites but have heard plenty of horror stories and so this has completely put you off from trying them.

Perhaps you've met people who've had bad experiences on matrimonial services that have been hurt, abused, taken advantage of or even had money stolen from them and this has frightened you completely.

It might be that your family would be horrified if you ever decided to go online because they think it's shameful or that only 'bad' people use these types of websites...

Or, maybe you've wanted to try them, but being a practising Muslim, you're worried about compromising your Islamic values and worry about what other people in your community might think.

Remember what we said earlier that Shaytaan will seek to do the most harm to you – and this could be in pushing you towards bad matrimonial services or by putting you off joining ones that are actually Islamically sound.

Whatever the case, we have some good news and some bad news for you.

Firstly, The Bad News About Matrimonial Websites

The majority of mainstream matrimonial websites for Muslims are diabolically poor. They will use words like 'halal', even though they are FAR from it!

Most of these websites have pictures on open display for the whole world to look at, and don't have any in-built safety features which would help provide peace of mind for you. As practising Muslims, we are not meant to be openly displayed like cattle on a farm! These types of sites focus on the superficial and encourage people to 'window shop'. They also focus on the superficial rather than character. Not a good start.

On top of this, the majority of matrimonial services are built for one purpose and one purpose alone – money. They don't take Islamic values seriously because they allow anyone who calls themselves 'Muslim' to use these services. Remember that the Prophet SAW defined a Muslim to be someone who prays.

But, as you'll see in a moment, there is an excellent alternative which is the opposite of what you'd expect from a matrimonial service.

Not only that, hundreds of practising Muslims just like you join these services each year and then leave VERY quickly when they realize these services are actually like glorified dating services with NO check and balances in place.

It's SHOCKING to see the kind of filth that is allowed on these websites and if this is all the 'Muslims' have to offer other Muslims, then it's no wonder the ummah is in such a bad place. The reality is that sites like these are a breeding ground for people looking for fun and for flirting.

It's no WONDER most Muslims look at matrimonial services as something embarrassing or as a complete last resort, and is certainly not something they want to share with others! It also comes as no surprise that parents are against their children using these kinds of services!

Worse, the percentage of practising Muslims on these websites is very low, which means when you do sign up with them, trying to find a practising partner is like trying to find a needle in a haystack.

Furthermore, security is a big problem. How can you possibly be safe from scammers and those looking for fun when there is no vetting procedure in place? The Prophet SAW warned us that when a man and a woman are alone together, Shaytaan is the third person (Tirmidhi).

This is why it's imperative you keep away from sites which allow you to freely chat with members without some form of moderation or checking procedure. In addition to this, the Prophet SAW has told us that there is no marriage without a wali:

“When a woman marries without the permission of her wali, then her marriage is

not valid, not valid, not valid.” [Related by Ahmad, Tirmidhi and others. Tirmidhi said, this is a hasan Hadith]

So does it not make sense that when brothers and sisters are conversing, sisters in particular should have their wali present? How can this possibly be overcome if the service provider you're using doesn't have a method which allows you to add your wali to conversations?

There's also another big problem with sites like these. They don't encourage love of the deen or have ways of ensuring their members have GENUINE deep compatibility with you. This is because like all the other methods we discussed earlier in this report about finding a spouse, these sites are based on the shallow values of the dunya. Most of these sites are not truly based on deen and have no means to check deeper compatibility or the personality and character traits that are defined as being the markers of success.

Remember our happiness equation we mentioned earlier?

Piety (taqwa) + compatibility + righteous character = happiness & success in this life AND the next!

Well, when you compare current Matrimonial sites with this equation, none of them fulfil all of these requirements, which make it even harder to find someone who has true compatibility with you!

But Here's The Good News: There IS An Alternative Solution!

Pure Matrimony (www.PureMatrimony.com) is different, since it was primarily designed with one thing in mind: fulfilling all the aspects of the happiness equation to help practising Muslims in their search for a pure spouse.

Pure Matrimony addresses the deeper needs of the community by helping you find a spouse based on the criteria that Allah SWT and the Prophet SAW explained as being the most crucial for success – piety, character and compatibility.

Unlike mainstream matrimonial services which focus on shallow requirements, Pure Matrimony was developed with a host of features which allow practising Muslims to really drill down and find what they are looking for based on the Happiness Equation!

As the World's largest matrimonial service dedicated for practising Muslims, Pure Matrimony takes its inspiration from the Quranic Ayah:

“Women of purity are for men of purity, and men of purity are for women of purity.” (Quran 24:26)

Alhamdulillah, we have the following features which distinguishes us from the rest of the matrimonial services:

- **Private profile pictures** to prevent 'window shopping' – you only grant photo access to those members who you've established compatibility with
- You can **include your wali** in your conversations to keep you **SAFE**, making this the perfect site for you if you value your family and want them fully involved in the process. And don't forget, your wali is more aware of what other males are like and can pick up on subtle things they say which may indicate future problems – things that sisters could easily miss when conversing with brothers
- **We manually approve all profiles** to weed out time wasters and those looking for 'fun' or dating
- **All conversations are moderated** to keep you safe from harm and act as a third person. This is in accordance to the hadith where the Prophet SAW said: "No man is alone with a woman but the shaytaan is the third one present." [Narrated by Ahmad, al-Tirmidhi and al-Haakim; classed as saheeh by al-Albaani in Saheeh al-Jaami' (2546)
- **Shariah compliant** – We're the first ever site to be fully endorsed by some of the largest Dawah organisations and most respected Sheikhs in the West
- **Repository of compatibility questions** – with a question bank of 100 questions about every aspect of life, family and future aspirations, we help you find someone based on the true values someone holds for their future and yours
- **Personality matching** – we're the **first ever Islamic matrimonial service** to offer personality matching to help you find someone who matches you on a deeper emotional level. This amazing feature ensures you only select those people who are most compatible with your character and personality. It's based on the Myers-Briggs personality test which is considered the gold-standard in personality testing worldwide.
- **We take deen seriously** and offer regular webinars, videos and articles on every aspect of married life. We're the only website to not only help you get married, but our tarbiyah element gives you all the tools and techniques you need to STAY together!

We Have A Success Rate Of An Average Of 2 Marriages Per Week...

Alhamdulillah, our success is because deen comes first and foremost!

We realize our strict criteria aren't for everyone, but this is what makes us different. It puts scammers and those looking for fun or dating off from joining our website because they know they can't window shop.

Establishing compatibility FIRST before photos are exchanged is the perfect way to prevent the problems of fitnah associated with falling for beauty. It also ensures you only talk to those members who are serious about wanting to marry.

Alhamdulillah, because our site is fully moderated and allows for the wali to be added to conversations, it provides our members with an additional security blanket...our members feel safer joining our site because of it!

If You Think Matrimonial Services Are A Last Resort, Then Think Again

The Prophet SAW taught us to 'tie our camels' and then put our trust in Allah (Bukhari). What does this mean? It means we should do EVERYTHING we can possibly do from our end to help us in finding the right spouse.

We always advise members to go through their family and friends first and foremost, but for those of you finding it hard to meet anyone, you should cast a wide net and never rely on any one method of finding someone.

The most successful fisherman never cast one net – they will always cast several nets – even in areas where they know the fish are few and far between. Similarly, if you use a matrimonial service like Pure Matrimony from the outset rather than as a last resort, you know you've done all you can to Insha'Allah increase your chances of finding a good spouse.

And if you're reading this report right now, chances are you've exhausted all the usual ways of finding a spouse.

So why not add Pure Matrimony to your list of methods for finding a spouse?

With over 250 new members joining on average each and every month, Pure Matrimony is a TRUE halal alternative to the many so-called Matrimonial sites out there which quite frankly, are an embarrassment to Islam and the high ethics and morals we stand for.

We're loved by many respected Shayookh and Islamic organizations such as:

Sheikh Alaa ElSayed	Islamic Online University	AlKauthar
Sheikh Hathim Al-Haddad	Ummath.com	Br. Yusuf Chambers
Dr Abu Ameenah Bilal Philips	Muslim Youth Project	Sheikh Bilal Ismail
Sheikh Musleh Khan	Br. Abdur Raheem Green	
Sheikh Tawfique Chowdhury	Boona Mohammed	

We've also been featured on:

Islam Channel
Sister's Magazine
Ramadan TV
Iqra TV

WHY??

Because we take deen seriously!

But don't just take our word for it, listen to what our members have to say:

'Alhamdulillah by the grace of Allah (subhanahu wa ta'ala) I found my other half on your website :) May Allah (subhanahu wa ta'ala) reward your entire team here and hereafter for such a great work :) Insha Allah we will get married next year :) Wassalam '

Sister A Khan

'I was member of PureMatrimony few months ago. I took great pleasure using the website. I liked the idea of not seeing the other members without their consent. And that makes perfect sense.

Indeed instead of being physically attracted to someone, one will have to be attracted to their character first. At least if one plays by the rules like I did. Fancying someone physically before even talking to them is very dangerous. If it's the case, then sheitan will do his best to lead people astray and to haraam situations . How many men I've seen dating women just for their physique, totally ignoring their nature and Islam. Too many. And for this reason, I liked your website...

... He (Allah SWT) is indeed the best planner. He blessed me with Islam 15 months ago and now blesses me with a beautiful and pious wife. I pray that your website will have more and more success and that all the staff will be rewarded for their contribution Insha'Allah.'

Abdul Baasit (A Revert Brother)

'Asslamu alaykum wa rahmatullah, Alhamdulillah I have found my wife through pure matrimony. Just want to say jazakallah khair from me and my wife, we are both grateful for the service you have provided and for giving us the opportunity to find each other. May Allah reward every single person behind pure mat for all their hard work and effort, ameen.'

Jahangir (and Taslima)

These are just some of the many testimonials we receive from our valued members who have found their spouse on Pure Matrimony. We're certain it's because of their duas and the duas of the hundreds of members who write into us each month congratulating us for the wonderful naseehah we share about marriage and family life.

You see, unlike other matrimonial services which are purely geared towards money, thereby allowing their Islamic morals to slip, Pure Matrimony provides an end-to-end service. It's not just about helping people get married.

It's about helping people STAY married through our continuous webinars, articles, radio shows and videos containing valuable naseehah. We work closely with Sheikh Musleh Khan who is our resident marriage expert and is also a qualified marriage guidance counsellor, as well as being well-versed in Fiqh and tafseer.

Alhamdulillah, we're blessed to be able to work with such an amazing Sheikh who continues to work hard for the sake of the deen and who has alhamdulillah helped many families stay together and avoid separation and divorce.

But My Family Will Never Agree!

Alhamdulillah, Pure Matrimony is specifically designed to be family friendly - this is why

we allow the wali to be included in the conversations. Not only does it prevent family from being left out of the decision-making process, it actually has many benefits. Firstly, because no marriage is complete without the wali's consent, including the wali from the start makes it easier to ensure that you follow the teachings of Islam with regards to this matter.

Secondly, brothers find it easier to communicate with sisters who include their wali because everything is transparent and there is no 'awkwardness' when meeting each other for the first time.

Thirdly, there is none of the problems or issues which can occur if sisters are choosing a spouse of their own accord and then suddenly 'springing' this upon their family which can come as a shock to them.

Lastly, the inclusion of a wali is like an additional security blanket for sisters. This is because men are very perceptive and objective when it comes to other men. They can figure out how genuine or non-genuine a brother is, plus they can spot potential problems well before the sister can. This is because women are more emotional by nature and can often let their emotions get in the way of objectivity.

Pure Matrimony takes the safety and security of members very VERY seriously indeed. We have options for members to report other members, and our team of moderators monitor conversations and will actively suspend or ban any suspicious accounts or un-Islamic behaviour.

No other website currently has this unique safety feature. Plus, we ensure all our members receive two very specific guides – we have a guide for parents and a guide for how to stay safe online with powerful ways to spot someone who may not be genuine.

It's important to remember that whether you meet someone offline or online, the potential for being conned by someone un-genuine is the same. The reality is that even your own family members can harm you or cause severe problems for you – Subhan'Allah we've had countless brothers and sisters tell us their personal horror stories of what happened to them when they married into the family, married people they had known for years and married people that had been recommended through family or friends. The truth is that each and every person is accountable for themselves and it's down to you and your family to do the necessary background checks on whoever you meet.

You Also Need To Access Divine Wisdom When Choosing A Spouse

As Allah SWT has taught us through the Prophet SAW, it's absolutely essential that you make lots of dua and perform your istikhara before entering into a nikkah with anyone. Let Allah SWT guide you in your decision making process.

The key is to make your intention to marry someone and mention them by name when doing your istikhara. Contrary to popular belief, you do NOT see a dream, nor do you rely on anyone else to make istikhara for you. For more information about istikhara and how to do it, please go to: <https://www.muslimmarriageguide.com/istikhara-the-virtue-of-involving-allah-in-your-life/>

So remember when you make a decision to marry someone - even if it's someone you know; ensure you do your istikhara, since this is the sunnah of the Prophet SAW.

It's shocking to hear of the number of Muslims who don't take this seriously and neglect to do their istikhara when considering someone for a spouse.

Marriage has to start the right way always – and this means making the right decision BEFORE you even get to the stage of nikkah.

This leads us right back to where we started – and that is that abandoning the istikhara is actually one of the signs of a weakness in faith. Our ummah is weak due to so many things as we've already mentioned like going after the dunya, following our desires, abandoning the ways of the rightly guided sahabas and also the abandonment of the istikhara falls into this as well.

If we used istikhara to guide our decision-making on many matters, not just when choosing a spouse, then the ummah wouldn't be in the mess it's in today. This is why it's essential to marry someone of piety – because they understand this so well.

You have to remember that only Allah SWT knows where and when you will meet your spouse, and that you shouldn't be upset or annoyed if you don't find what you want through one method – as long as you are using several methods of finding a spouse, Insha'Allah the right one will come along not when YOU think it's right for you, but when Allah decides it is right for you!

It's absolutely possible that your perfect match could be through Pure Matrimony, it could be that you join and someone comes along through another means – the point is you'll never know which door will open for you. It's your job to keep knocking on as many doors of opportunity as possible. As the Prophet SAW has advised us, we need to tie our camels and leave the rest to Allah.

It's also important for you to get clear on what you're looking for in a spouse. The truth is that many people are clear on what they **don't want** rather than what they do want in a future spouse – but if you went through the exercises at the beginning of this report, this will Insha'Allah have helped you clarify your requirements and understand them better.

Remember that choosing the right spouse will ensure the strength and resilience of generations to come after you, prevent long term problems, and will ensure the success of your akhirah. This is why we keep going back to this key concept; because without piety, the ummah is destined and programmed to fail as it will only serve to dilute and weaken our core values.

Most of us haven't been conditioned from an early age to have the courage of our convictions. We don't have confidence in ourselves to bring about the changes necessary. We bow down to the pressures of family and society instead of bowing to the true will of the Creator.

Your own self-esteem has prevented you from experiencing new things and finding the courage to change the status quo ...plus it's natural to fear what we don't know – and this

is something Shaytaan will always seek to exploit.

This is especially true with regards to marriage. No matter what kind of 'horror' stories you hear about other people, don't let that put you off. You need to understand that THEIR reality is NOT yours. It's exactly the same as saying you'll never take a car ride because you know someone who got severely hurt in an accident.

How silly does that sound?

The principles are the same. You can't prevent yourself trying new experiences because you're scared something bad will happen. This shows you have no faith in your Lord who created you! It shows you have no tawakkul in Him. And when you allow the fear to take over, you are in fact allowing Shaytaan to take over and win.

But yet, this is exactly what happens to people when you mention the very idea of going online to find a spouse. Society has conditioned you to fear the worst, and to feel as if this something wrong or shameful.

It's not your fault you have such little faith in the marriage process, because you're basing your reality on someone else's reality, someone else's expectations. You're being expected to conform to a particular standard or a certain mindset.

You've not been given the tools to make empowering decisions for yourself. You see, the ummah is only ever as strong as the weakest link which in this case is the family. Because of this, you have an internal struggle and an internal conflict in trying to reconcile the superficial 'dream' culture that is constantly pushed down your throat.

You are in effect trying to reconcile the superficial requirements of this world with the everlasting bliss of the next life which goes far, far deeper than what is on the surface. So even though you're practising, it means you don't submit yourself 100% to your Creator or allow Him SWT to guide you to success!

There are **NO** conflicts in the laws of Allah. Allah SWT has given you a wealth of tools and methods at your disposal to help you get the best out of life – and this is especially true when selecting a spouse. As long as you have true faith in Allah that He will do the best for you, it is down to YOU to make the shift internally and **change the way you think.**

Life is but a delusion, and Shaytaan would love nothing more than to see you make a BIG mistake and marry someone who wasn't pious and wasn't a strong Muslim. Shaytaan knows that a strong, pious family means a strong ummah. Shaytaan can't work his full evil on people whose hearts are attached to Allah SWT. When discord takes between husband and wife, then Shaytaan is happy because it affects EVERYTHING and impacts EVERYTHING.

Listen to this hadith:

*Jabir(RA) reported that the Messenger of Allah, peace and blessings be upon him, said: **"Verily, Iblees placed his throne over the water and then he sends out his troops. The nearest to him are the greatest at causing tribulations. One of them says: I have done this and***

this. Iblees says: You have done nothing. Another says: I did not leave this person until I caused discord between him and his wife. Iblees says: You have done well."

(Sahih Muslim 2813)

How scary is this reality?

Shaytaan wants you to fail. He WANTS you to marry the wrong person. He will put waswasa (whisperings and doubt) in your heart to make your imaan weak and so you don't have the faith and confidence to want to experience new things – and this is especially true when finding a spouse. He will try everything in his power to make sure you marry someone who isn't practising.

So what's it to be?

A life of uncertainty, following the superficial path of Shaytaan in the search for perfection which doesn't exist, or a life of inner bliss in this life and the next based on what Allah SWT tells us is best for us?

Make the decision for the betterment of your life tomorrow by making the right decisions today. Remember that whoever you choose to marry will impact on EVERYTHING you do in the future in ways you can't even imagine... and if you truly want to leave a legacy, then you have to think like a true Islamic visionary and not as a superficial modernist.

And that means having to step outside of your comfort zone many times over and challenging the values of society.

Because when you challenge what's possible and demand better of yourself, that's when the shifts happen...

... and it all begins by making the foundations of the Ummah strong – by marrying the right person.

Have the confidence to take matters into your own hands, cast a wide net and search on criteria which START with piety, character and compatibility before looking at anything else.

Keep your options open and remember to seek Allah's counsel by virtue of istikhara. Insha'Allah Allah SWT will provide you with a spouse that really WILL be the coolness of your eyes.

You now have all the tools and the information you need to make an empowered decision to change your life forever.

Until next time,

The Pure Matrimony Team

www.PureMatrimony.com