

Shagririm Balev
Everyone Can Make a Match

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Friends set up friends

לעילוי נשמת **מאיר יצחק בן יוסף אליהו הכהן ז"ל**

Is Her Photo Getting in the Way?

Penina asks:

My friend doesn't fit what society traditionally considers beautiful, and I'm finding it really difficult to set her up with someone. Most guys see her photo and aren't interested. Do you genuinely believe there's someone out there for everyone?

Aleeza answers:

It's not necessarily the looks they are the issue it could be how you're introducing her.

Right now, her photo is getting the first shot at making the match. And apparently, it's not a very good spokesperson.

Some people look wonderful in photographs. Others are better when you're sitting across from them. You hear their laugh. You see their face light up. There's warmth, humor, an ease that makes you want to stay a little longer. None of that necessarily shows up in a tiny square on your phone.

What if her photo wasn't the first thing people saw. What if they heard about her at first? And then you ask, would you like to know more? If you get a yes, then share more info. And at the end you can say would you like to see a photo? Let's not lead with the photo, let's lead with the personality and her values. And then relveal the photo at the end. This way there's more buy in before a photo is even relevant. This is ideally how all matches should be presented, not just for her.

In this way we aren't pretending that attraction doesn't matter. It matters.

But we are saying if you don't like what's on the inside then the photo isn't even necessary. We are simply starting with the inside before revealing the outside.

But you asked whether I believe there's someone for everyone.

I believe Hashem has prepared a bashert for everyone. And sometimes more than one in a lifetime. We make a soulmate by getting married. Some people get married more than once. Which means they've been blessed with more than one soulmate. So yes, I believe there is someone for



everyone. (Although it doesn't mean that everyone will get married. It simply means it's posible.)

I know you've gotten some no's, but don't let that discourage you. It simply says these men aren't for her. A no is clarity. It's not bad it's just not what you wanted to hear.

Before making another suggestion, ask your friend if she's open to trying other ways of meeting too. Would she be open to meeting people through a Shabbat meal, a class, or a small gathering? Maybe meeting in person will be easier for her to meet her match. Maybe you can host a meal with a few singles and see how it goes in person.

And as for continuing to search for her online, a new photograph can sometimes help. Choose one where she looks comfortable, and happy. Sometimes we just need a new photo to get a different response.

Also when you suggest her, speak with confidence and specifics. "You both love hosting, you have a similar approach to Judaism, and I think you'd make each other laugh." Give him a reason to be curious and say yes to a first date.

If he isn't interested, move on. In general with matchmaking we get more no's than yes's.

And most importantly, you need to know a pretty face doesn't get someone married. Many faces get married, pretty, ugly and in between. Look around and remember that there are all kinds of people and many end up married. Remind yourself, she has no less of an opportunity to meet someone than someone more traditionally beautiful. As they say, beauty is in the eyes of the beholder.

Just keep searching for the man who says yes to her profile. And when you find him, it works, message me with the good news. With your effort we will see the reward.

I'll expect to hear from you soon!

Blessings, Aleeza ■



Want to set up your friends? Become their ambassador - join Shagririm Balev!

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Founded in Israel in 2019 and led by Rav Rimon, **Shagririm Balev** - a social online matchmaking initiative - has taken the dating scene by storm. With over 20,000 candidates and 6,000 Ambassadors, in Israel and the US, Shagririm Balev is averaging a Wedding every 2 days!