



The Muslim's compass for effective Da3wa



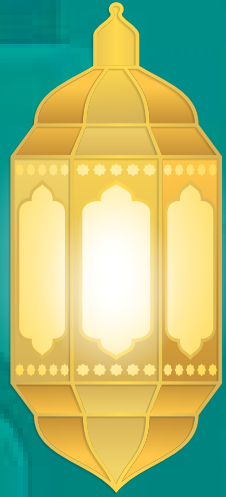
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**IN THE NAME OF ALLAH,
MOST GRACIOUS AND
MERCIFUL**

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01

Start with Questions





"Ask questions" is the first piece of advice given by world's foremost experts in marketing and sales.

"Questioning" is your means to understand the other side, giving them space, instilling assurance that you're not here to lecture or impose your ideas, but to communicate with them.

The second advice anyone in the field of marketing or sales will give you is that people "don't buy because of the product, but because of the seller." If you have the best product in existence but present it in a way that makes others feel you're dealing with them arrogantly and condescendingly, they will recoil. If they recoil from you, they will recoil from your ideas and beliefs.

Notice how global media always attacks Muslims, alienating the listener from them.

Often, they alienate from the individual, not the faith. They never speak about the essence of Islam but about Muslims. They play on emotions, not reason. They are skilled merchants and marketers of hatred.

The second advantage of asking questions is that it's the optimal way to initiate a conversation with strangers, to find out if they're open to dialogue with you in the first place.

If they're welcoming, you'll find signs in their answers, like providing details or asking counter questions, etc.



Always be smart in choosing the right place and time to initiate a conversation with others. Don't engage in a dialogue with a coworker when everyone is rushing to complete urgent tasks.

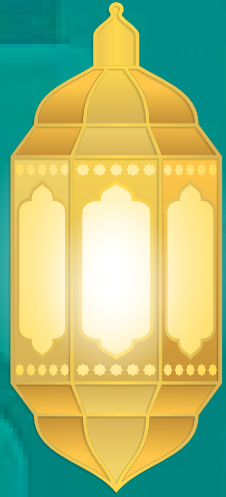
Start with a simple question and then move to broader topics, leaving room for them to speak.

After a while, you might find them asking you, "What about you?" At that point, please don't hold onto the thread too tightly, don't let it slip either.

It's a dialogue, not a debate or a lecture. Let them arrive at the truth by themselves if possible.

If you conclude a 10-minute conversation with a non-Muslim and leave them with the urge to search for Islam on Google, you've achieved a great victory.

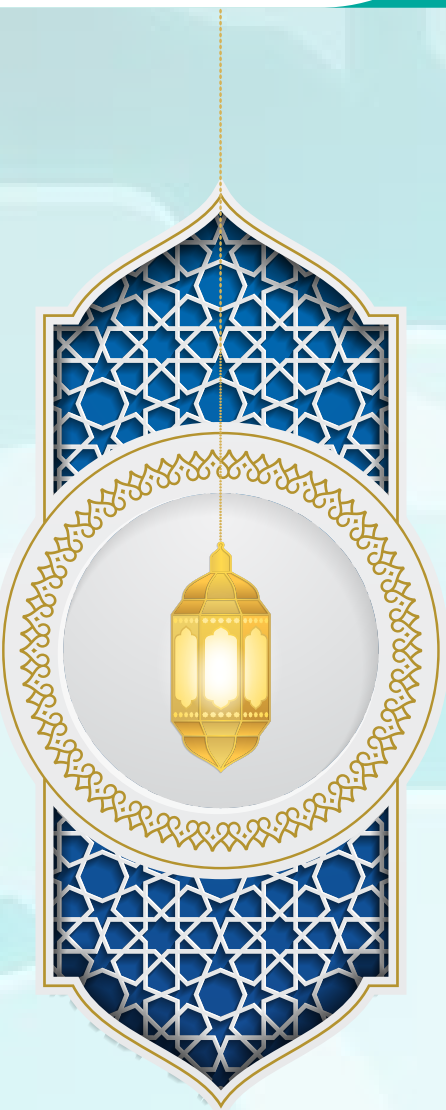
If you have a passing conversation with someone, it's not logical to assume that they'll utter the declaration of faith "Shahada" right there and then. What you need to do is plant a seed, and pray that God guides them to its fruition.



02

listening is key





A while back, I heard a psychiatrist speak about the importance of listening. He said,

"When you listen to people with genuine interest, sincerity, and a desire to understand, they will reveal the depths of their souls and the intricacies of their thoughts. Then you'll realise that humans are more complex than dinosaurs." Let's set aside the dinosaur comparison, and agree that he is right on principle.

If we agree that asking questions is the optimal way to initiate dialogue with others, then the next step is to master the skill of attentive listening, without interrupting others during their sincere talk, is the royal path to avoid losing them and pushing them away.

However, the skill of listening is not as easy as it might seem.

Let's be straightforward: Not everything others

say is appealing or interesting. You might be talking to someone who goes into trivial and minute details of their life that mean nothing to you. Be patient.

And remember, you are not more important than the message you want to convey.

If they tell you something that's provocative to you – even if they tell you that France deserved to win the World Cup – venting your emotions at that moment might drag you into an unnecessary argument.

Interrupting them will alienate them further from you, and it will also deprive you of understanding their thought process. If you listen to others with genuine interest, they will feel grateful to you.

Because in reality, no one truly listens to anyone. Everyone wants to talk, which often turns most discussions into cockfights.

Several mental disorders associated with modern life make deep listening and genuine understanding almost impossible.

For example, people's ability to concentrate and be patient gradually declines, and human pride and self-centeredness increases. Everyone feels like they have something valuable to contribute to the collective human wisdom.

Despite the fact that you – my dear friend, carrying the Book of God and the tradition of His Prophet – undoubtedly have more to contribute, the listener does not know that.

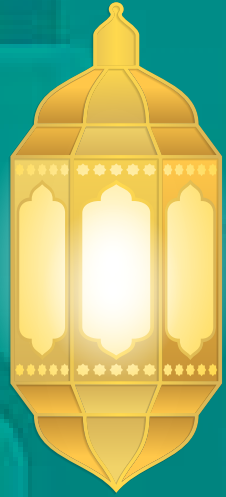
They're offering you the keys to their heart and mind for free; accept them gratefully and use them to unlock their heart and mind to the knowledge and light with which God has blessed you.

When you talk to someone and they complain about economic difficulties, tell them about Zakat in Islam. If they speak about confusion, sadness, and depression, talk to them about connecting with the Lord of the Universe through prayer, and so on.

Your listening gives you the full opportunity to present Islam to them appropriately. And not only that, but you'll present Islam to them after they become personally receptive to hearing from you, after you've given them the valuable gift of making them feel valued and deserving of listening and respect.

Most people have never experienced someone truly listening to them with sincerity and interest, without interruption or objection.

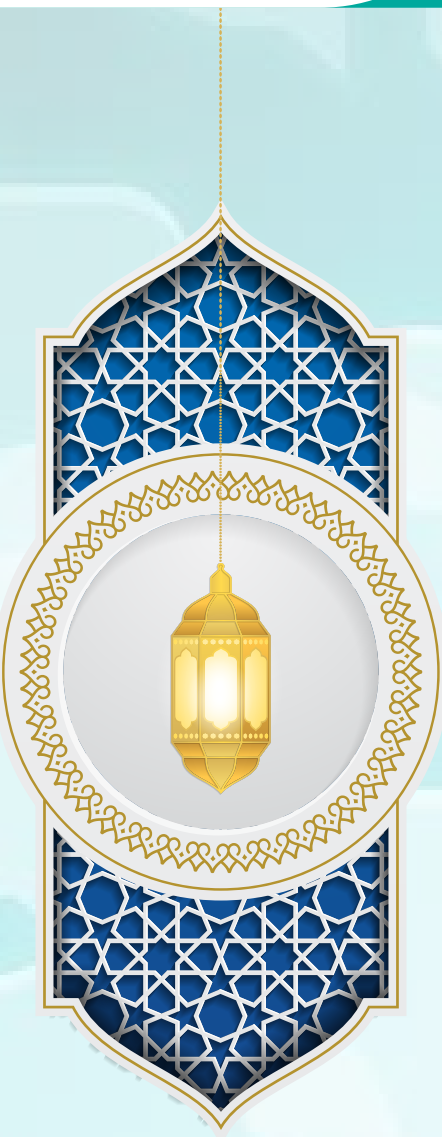
Mastering this skill will add immense value to your words when you speak.



03

Never lose sight of the goal





Please, do not get sidetracked by secondary goals.

The objective is to invite people to Islam, not to convince someone of a "specific part" of Islam, and it's not about debunking misconceptions about Islam either.

If someone throws a question at you about, for example, the woman's dress code in Islam, or presents you with a cherry-picked verse taken out of context, or an unfounded accusation they read on the internet, I urge you not to let enthusiasm sidetrack you into secondary topics. They will immediately take a defensive stance, feeling accused of ignorance or ill intent (either or both might be true, it doesn't matter).

I once heard a renowned Imam say, "Debates are not good occasions for inviting people to Islam (Dawah)"

Because they're usually filled with a desire to win and embarrass the other, etc. Your goal is to invite, not to debate.

You must offer them a concise version of Islam, deliver the Word of God and that's all.

What's the point of convincing an atheist of the importance of modesty for women? What's the significance of addressing a minor misconception about Islam when the person in front of you is convinced that the entire religion is wrong? If you refute one misconception, they'll counter with another.

Your goal is to inform them about the divine message as it was revealed: its essence being the monotheism of Allah, belief in His angels, books, messengers, the Day of Judgment, and the preordained fate.

Notice that explaining the difference between Sunnis and Shi'as isn't included, nor is why

some Muslims engage in acts of terrorism, for example.

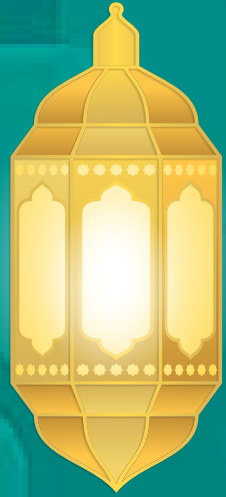
But what if a non-Muslim genuinely asks these questions for the purpose of learning?

Then, respond only if you're certain of the answer; otherwise, answer with "I don't know." Protect yourself from carrying a burden you're not equipped for.

If you do answer, keep your focus on the main points that Islam emphasizes. Avoid falling into debates or delving into tedious details that most Muslims may not know, and non-Muslims don't necessarily need for their conversion or to improve their understanding of Islam.

Remember, Allah loves great matters and dislikes trivialities.

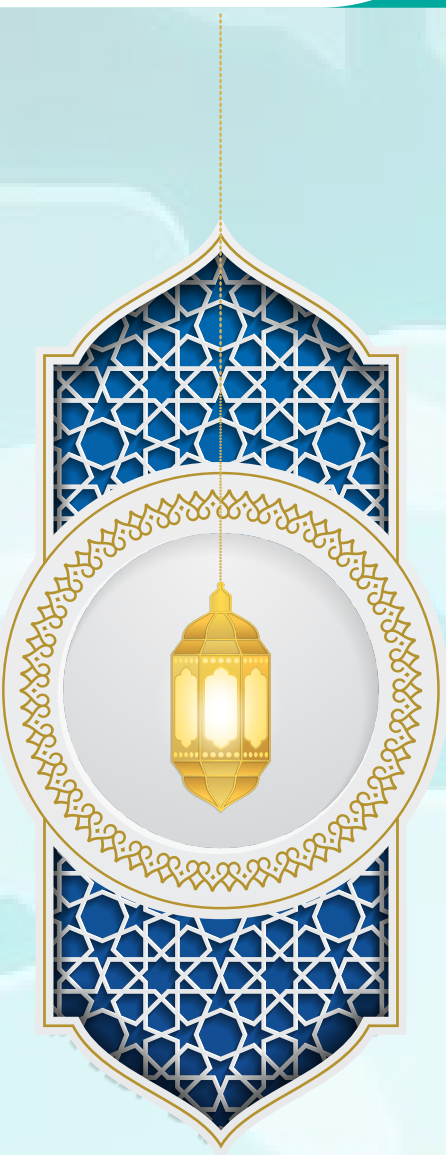
Don't lose sight of your objective... Dawah.



04

Stay in your lane, please.





A while ago, I read a quote that I really liked, even though I can't remember the exact source. Its essence was: "Anyone who takes the lead in speaking or writing about a topic should assume that everyone reading or listening, is an expert on that topic, and that they will try to find flaws."

Don't speak about things you don't fully understand, and don't engage in verbal battles where you might end up defeated. What if the person in front of you aims to embarrass you in front of others? To the listener – even if they have limited understanding – it might seem that Islam itself has been defeated and that your inability to answer a question implies that there is "no answer."

It's easy to refrain from discussing matters that you're not well-versed in.

If you're an expert in the differences between Islam and Christianity, for example, don't debate with an atheist about the Big Bang and evolution. I know, and you know, that they're wrong, but the listener – if they are without faith – might not know that.

If you specialize in refuting atheistic doubts, there's no need to debate the holy scriptures with a knowledgeable person who believes in God but not Islam.



And so on.

This doesn't mean that as a specialist in a certain aspect of Islam, you should "avoid" talking to anyone except in your specific area of expertise. Spreading the message is something that can be

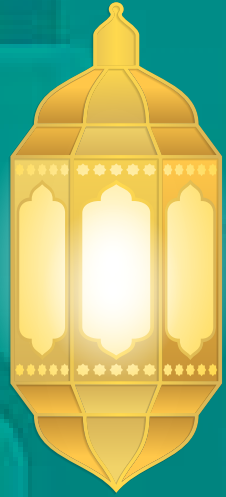
done by someone who knows nothing more than "There is no God but Allah, and Muhammad is His Messenger."

What I'm saying is that you shouldn't engage in debates and arguments in matters where you're not an expert. If someone comes and throws physics equations and scientific terms at you, trying to show that science doesn't need a god, calmly tell them that Allah is the creator of everything and that everyone will be accountable for their actions.

Don't give them a chance to delve into their nonsense. Just present your message alongside theirs, and let the listeners decide. Trust, my brother, that truth stands strong against falsehood. You'll undoubtedly win the battle, and in fact, there might not be a battle at all.

Just present your message and say, "Peace be upon you." and walk away.

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05

Learn your
Deen and
your Dunya.





In a previous article, I mentioned that I was once discussing potential presidential candidates with an American friend over the internet. Among them was the candidate "Bernie Sanders," who advocated for social solidarity and imposing heavy taxes on billionaires who control the American economy. My American friend was extremely angered by the staggering wealth disparity held by a very small minority, (2%) of the population, compared to the "working class," as he referred to it.

I told him about something in Islam called "Zakat," which is 2.5% of the annual income of anyone whose financial income exceeds a certain threshold, and is given to the poor and the needy. He seemed astonished by that information.

He started asking me many questions about Zakat and Islam!

Notice that the idea of a religion dealing with economics, from his perspective as someone born into a Christian family, is already a strange concept. What does Islam have to do with tax rates? And what does religion have to do with social justice?

What I want to say is that your awareness of global affairs will always help you present Islam practically, engaging with people's lives. You don't need to be an expert in politics or economics; just a quick glance at world events will provide you with a vast array of topics to discuss from an Islamic perspective.

And there's a simple reason for this: the world is filled to the brim with problems, conflicts, and troubles, and Islam provides solutions for all of them.

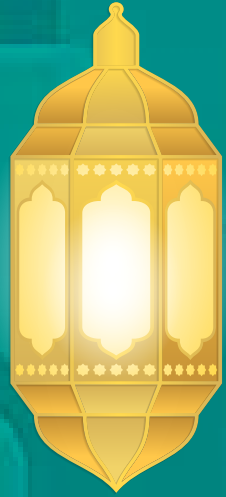
You can't imagine how the issue of class disparity - for example- troubles the entire world,

and most people are unaware that there's a system that could solve this issue at its roots, called Zakat.

Marriage and divorce laws are often seen as a farce in most Western countries, leading to terrifying rates of family breakdowns, yet they don't know that Islamic laws could end all those tragedies overnight.

Simply keeping up with the news, even on the surface level, will reveal to you the magnitude of problems the world is grappling with. And merely having a basic understanding of Islam will allow you to create that direct link between the problem and its solution.

Religion interacts with the world and people's lives; getting stuck in either one is not a trait of a successful Imam.



06

Don't push it too far





This is an important piece of advice. Remember the words of Allah, the Almighty: "You do not guide whom you love," and if the Prophet, peace be upon him, personally cannot guide those he loves, will you be able to guide those you love?

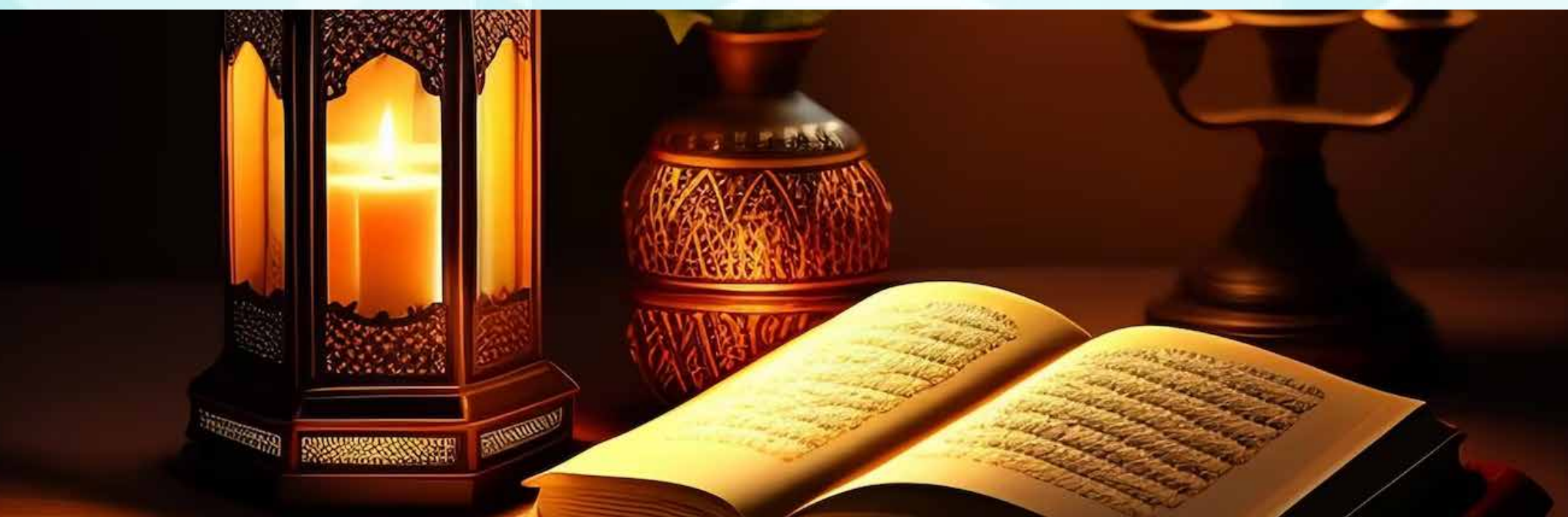
If you notice empty arguments, aversion, mockery, or a lack of willingness to accept advice, then withdraw immediately—withdraw gracefully and calmly.

You are not in competition with anyone, and you will not be held accountable for their actions. Do not fight and argue to convince someone of your point of view. Remember, you are a conveyer, you are not responsible for them

Your goal is to "deliver the message," not to persuade others of it. It is their right to reject it, and their reckoning is with Allah, the One who

does not do an atom's weight of injustice. So, don't worry about them.

In the world of business, it's said: The number of rejections doesn't matter; you only need one approval. In other words, if you're looking for an investor, it doesn't matter how many people say no, all you need is one yes.



The same applies to calling people to Islam. Even if you invite a million people and only one of them accepts, you're following the words of the Prophet, peace be upon him, when he said: "By Allah, if Allah were to guide one man through you, it would be better for you than the finest red camels."

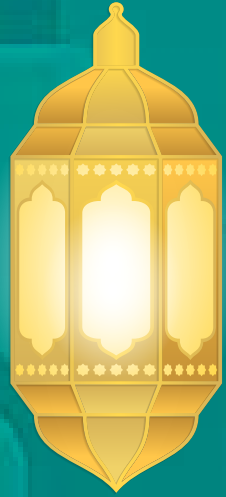
He could have said, "if Allah were to guide people through you" instead he said "a man... one man."

That's all you need. To achieve great success in the hereafter.

If it becomes clear to you that the person in front of you is not ready to learn or understand, then know, my brother, that there are millions whose hearts are still pure and untouched by the world's corruption, and they need to hear from you.

Search for them, and you will find them.
And remember: "It is not upon you to guide them, but Allah guides whom He wills





07

Silent Dawah





I remember reading a story about a woman who embraced Islam because one of her coworkers wasn't staring at her body, unlike other men she encountered daily, and he was also a Muslim.

There is also a widely circulated image on the internet of a glass mosque in an airport, with a group of strangers observing Muslims praying inside with a sense of wonder and curiosity. It's likely that one or more of them searched for the meanings of those movements that a number of people were performing at an international airport, and perhaps this led them to learn about Islam.

I know that discussing the importance of being a role model has become somewhat tiresome. It's a concept we've learned since our first year of elementary school, but putting it into practice remains one of the most challenging things!

Because being a role model means consistently making ethical choices, even when they are difficult. Certainly, the committed Muslim in this previous story must have been tempted to abandon the Islamic concept of lowering one's gaze. After all, you're in a non-Muslim country, and no one will praise you if you don't avert your gaze.



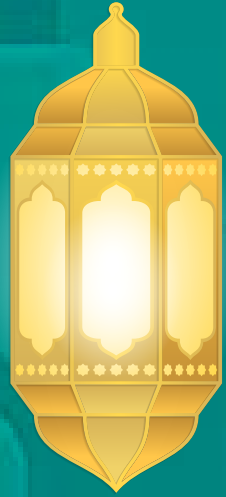
Perhaps the devil whispered to him that avoiding eye contact could be perceived by others as arrogance or indecency, and so on. Sin is always easier than virtue.

Being a role model means that everyone will look up to you and demand higher standards than those required of the general public. However, your impact will be greater than the impact of words.

Do you know who Yvonne Ridley is? An American journalist who was captured in Afghanistan in 2001. She returned to America and embraced Islam because she witnessed a respectful treatment that she didn't expect from the "barbarians" she had heard about from her own government.



Calling people to Islam doesn't require oceans of knowledge, but years of consistent effort. Even an illiterate man who can neither read nor write, nor even speak, can be a caller to Allah almighty, surpassing the influence of another who merely regurgitates words while his actions run foul of what he preaches.



08

A strong warning





Allah, the Almighty, says: "And do not insult those they invoke other than Allah, lest they insult Allah in enmity without knowledge."

Beware of becoming fanatic, using insults, or engaging in any form of conflict, even if it's with the most insignificant of people.

Do not be the cause of bringing about "insults" - as mentioned in the noble verse - to the Lord. Do you comprehend the enormity and catastrophic nature of that crime if you were to cause it?!

Note that there are many foolish actions a Muslim might commit while interacting with non-Muslims, but this specific foolishness has been explicitly warned against in a particular verse in the Quran.

Indeed, Allah is not harmed by what the disbelievers say, but you are harmed.

It is you who has caused this offence through your recklessness, impatience, and involvement in personal conflicts.

Yes, a personal conflict! Because, simply put, you wouldn't resort to insults regarding any belief unless you took the matter personally.

You're avenging yourself - not upholding the religion of Allah - by using insults and foul language. It's unimaginable for a discussion about religion to devolve into insults and foul language unless the intentions are tainted.

Taking pride in your faith is one thing, becoming a prideful and self-centred person, is another. When you are prideful, you seek to display your knowledge, expertise, memorization of texts, or your ability to triumph over your "opponent" in a debate

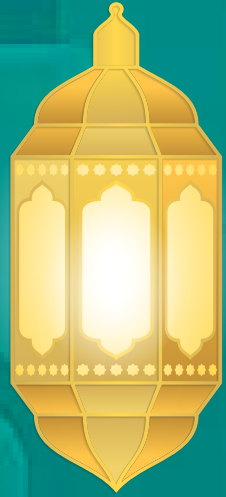
You shouldn't seek to humiliate the person in front of you or corner them in a way that exposes

their ignorance. Give them the chance to save face even if they are ignorant, especially if the conversation is happening in front of other people.

In fact, the conversation should never even reach a point where you have to “restrain yourself” from hurling insults at all.

Always be respectful, humble and calm. Other than that. It's never going to work.





09

Fires and butterflies





About two weeks ago, I watched an extended dialogue between a Muslim YouTuber and a Christian YouTuber, both from Western countries. It was a lengthy conversation viewed by millions, as both YouTubers are “youtube celebrities” in the intellectual world.

I regret to inform you that the outcome was disastrous. Not because the Christian triumphed over the Muslim, but because the Muslim appeared to be aggressive and confrontational, while the Christian seemed open to dialogue and listening. Consequently, the comments were filled with objections to the aggressive and arrogant tone adopted by the Muslim interlocutor. Sadly!

We need to learn from such mistakes, so we don't repeat them.

You might say, perhaps the Christian intended to play that role solely to embarrass the Muslim. And I say, at that point, it would have been more appropriate for the Muslim to be cautious and avoid falling into that trap.

When I discussed this matter with a foreign Muslim friend, he told me that the problem lies in the fact that the Muslim interlocutor engages in many debates, so he is always ready "to fight" as he lives among the "objectors," while the majority of people are "inquirers"

And these inquirers need your assistance, which you must provide with love, concern, and a genuine desire for their eternal fate. If the Lord has placed you in the position of being the one carrying his word, you must understand that this is a great blessing, and you have to handle it carefully.

Allah has used you as a "messenger" - in the literal meaning of the word- to guide a lost soul through you. A person whose destiny might have been Hellfire, but Allah put you on their path to change their destiny and make it Paradise.

Do you realise the importance of the role you play in the life of that poor individual?! Imagine standing on a shore and someone extends their hand to you, seeking rescue from drowning in the ocean... or standing on the edge of a precipice and someone extends their hand to you to save them from falling to their death.

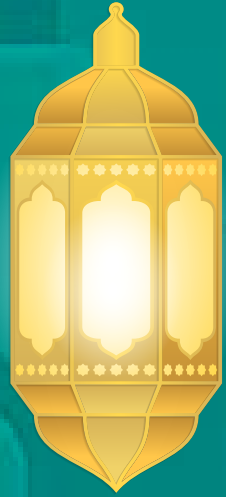
Would you talk to them with superiority and mock their ignorance about swimming or jumping?! Their desperate need for you makes any interaction devoid of empathy, compassion, and sincere desire to help a severe injustice to that person.

Reflecting on the words of the Prophet, peace be upon him: "My example and the example of the people is that of a man who made a fire, and when it lit what was around it, Moths and other insects started falling into the fire. The man tried (his best) to prevent them (from falling in the fire) but they overpowered him and rushed into the fire. The Prophet (ﷺ) added: Now, similarly, I take hold of the knots at your waist (belts) to prevent you from falling into the Fire, but you insist on falling into it."

(Sahih al-Bukhari)

So, you must interact with people with love, concern for their well-being, and mercy for their ignorance of the path to Paradise that Allah guided you to, a guidance that could have easily been withheld from you.

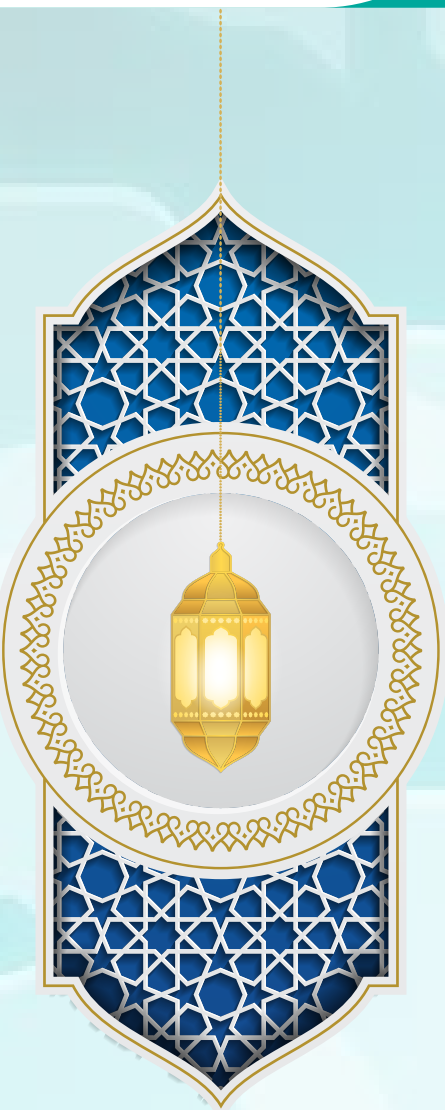
If Allah makes you a means of guiding someone, then I implore you, do not be the means of leading them astray.



10

Apple vs Windows





Recently, I decided to purchase a new laptop.

Of course, I faced the eternal question "Apple or Windows?" After reviewing the 2023 prices, I decided to throw the apple out the window and stick with my current computer.

What caught my attention was a word that appeared frequently during my research, and that word is "compatibility."

For instance, Apple recently decided to produce its own processors, and they created the software to be compatible with the hardware they manufacture, and their new computers became immensely faster than their predecessors. Mainly because of their new level of compatibility.

I want to clarify to you, dear Muslim, that you don't need a great effort to convince someone of Islam. Islam was revealed specifically to align

with the innate disposition and nature that Allah has created in humans. And humans were created specifically to worship Allah specifically in the way He revealed.



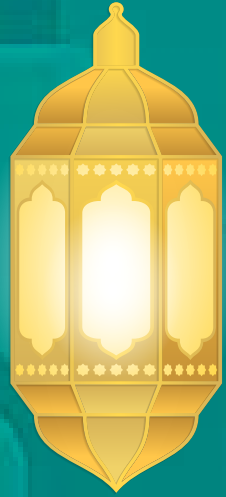
You need nothing more than to "inform" the other person about Islam. As mentioned in the Quran, "Until he hears the speech of Allah..." Just hearing it is enough! If their nature isn't distorted, they will see the light immediately without any effort on your part. You don't need to be a genius in debate and argumentation to convince a normal person of Islam. You don't need a philosophy degree to be the reason for masses of people entering the religion of Allah. Dawah (invitation to Islam) is not limited to geniuses because Islam itself is not exclusive to anyone.

A normal person, with an open mind, is already convinced of Islam. Yes, they are already convinced, even if they are not consciously aware of it yet. They are innately convinced that there's a Creator of the universe and that there's an afterlife and a destination after death, even if they don't consciously realise their conviction. That's how they were created.



They are creations of Allah, and you are presenting them with the words of Allah. That's all there is to it.

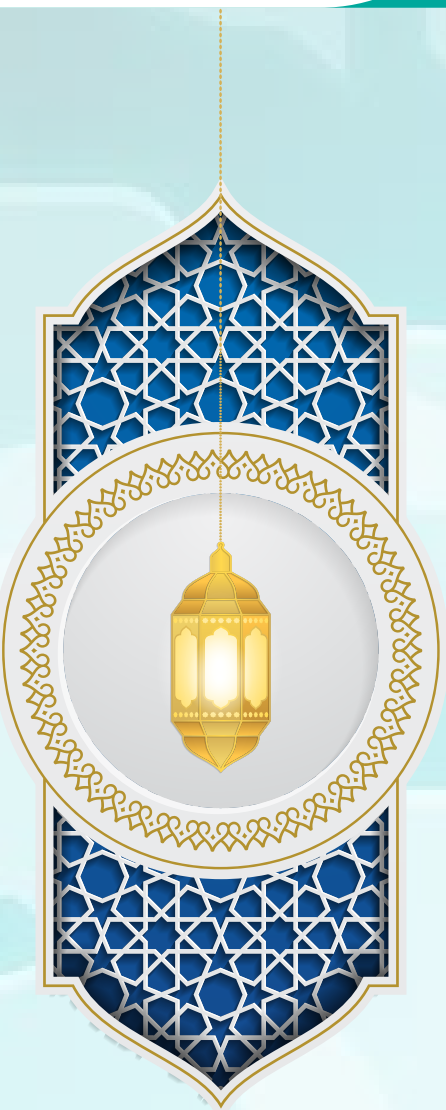
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11

Free gifts





“What is the most resilient parasite? Bacteria? A virus? An intestinal worm? An idea. Resilient... highly contagious. Once an idea has taken hold of the brain it's almost impossible to eradicate. An idea that is fully formed - fully understood - that sticks; right in there somewhere”

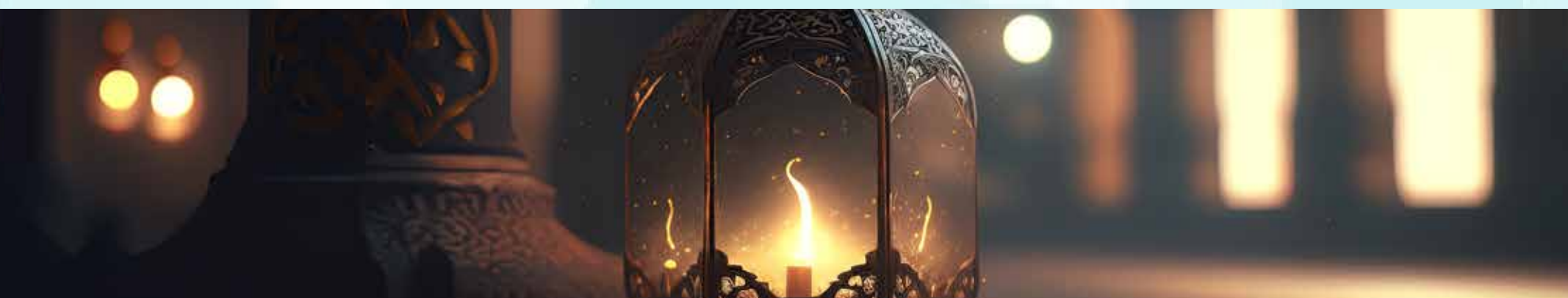
The above sentence is from a famous movie, and it's remarkably true.

If you have a few minutes to talk to a non-Muslim and invite them to Islam, always remember to leave them a 'gift.'

A bright point in their mind that won't easily fade away.

Memorise a few clear points about Islam, Christianity, Judaism, or atheism. Very specific points, very clear, and easy to understand for all people. And most importantly, they should be surprising and astonishing.

If they're a Christian who knows nothing about Islam, tell them that Muslims believe in Jesus (many Western Christians are surprised by this fact). Tell them that Jesus was not actually crucified. Tell them, 'Jesus wants you to become a Muslim.'



Then give them a website address to visit and learn more about what happened to Jesus! Memorize a clear and specific contradiction in the Bible, then tell a devout Christian about it and inform them that there are no contradictions in the Quran.

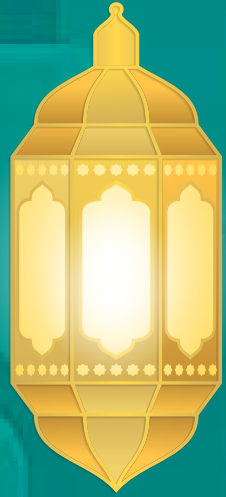
Ask questions about how a book that's been around for 1400 years could contain stages of fetal development (or choose any other scientific fact).

How did a man living 1400 years ago know about underwater fire? Even though he had never travelled on the sea?

Remember a list of islamic websites. A website specialised in refuting atheism, another about Christianity, and one about the Prophet Muhammad. Introduce yourself with dignity and confidence to leave a good impression.



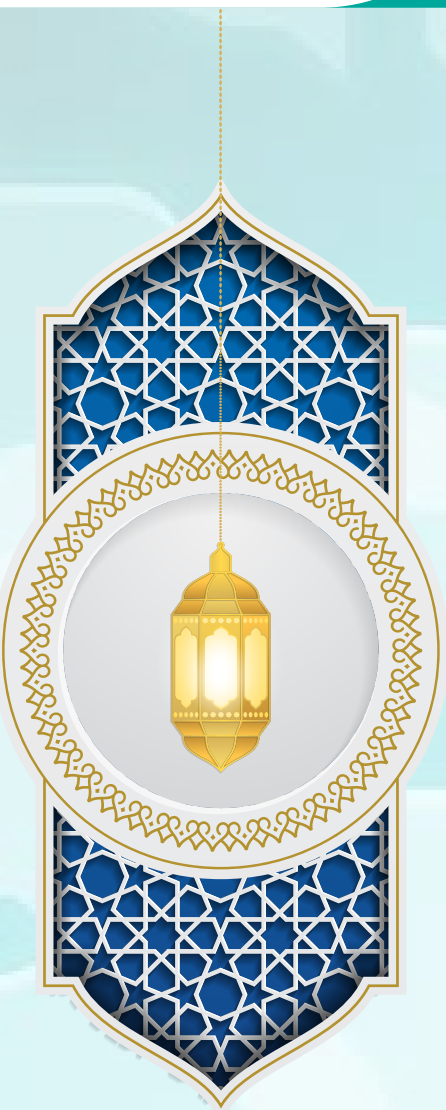
Then tell them a part of the truth and leave the thread for them to uncover the whole truth. They will never forget your gift.



12

Fishing rods and nets





I recently read a book about the art of sales and marketing that stated there are two methods of selling: the fishing rod and the fishing net.

The fishing net method involves spreading your product everywhere without targeting a 'specific category.' The fishing rod method, on the other hand, targets a specific category that has a higher likelihood of purchasing your product.

For instance, if you're selling 'Rolls-Royce' cars, it's better to use the fishing rod method because the category able to afford such a car is extremely limited. Conversely, if you're selling economy cars, you should opt for the fishing net method to target a larger number of potential customers. In fact, the book's author mentioned that when he started as a junior employee in a company, he printed a large number of business cards and distributed them to anyone he saw,

even strangers in elevators. He even went to football matches and threw cards in the air in celebration of scoring goals, letting them scatter, hoping someone would pick one up and keep it.

Ideas are similar to goods in how they spread, I'm here to caution you against using the second method (fishing rod) and encourage you to use the first one (fishing net).



Expand the scope of your influence. You never know who God will guide and who will go astray. Remember, you only have 24 hours in a day – unfortunately.

For instance, if you allocate, let's say, two hours daily for online dawah, make sure to utilise that time to reach the maximum number of people. If you're, for example, living in a European country and engaging in what they call 'street Daawah,' don't spend your day with just two or three individuals; perhaps God hasn't decreed guidance for them.

Additionally, remember not to send them an indirect message implying that you need them, but rather, that they are the ones who need God, and they are the ones standing to lose everything, if they missed this opportunity for salvation.

Ensure that your sphere of influence is as wide as possible. And remember, 'For Allah to guide a single man through you is better for you than the entire world and everything in it'



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