When you do something only for the sake of Allah, seeking His face and pleasure, freeing yourself from the desires of yourself, this is sincerity.

Before you pray and fast, you must look towards how to love for the sake of Allah, and love people for Him, not for their sake. This is the way to salvation. Sometimes a love which is not for Allah can end up being a sorrow.

The Messenger of Allah ﷺ said:

من سره أن يجد حلاوة الإيمان، فليحب المرء لا يحبه إلا الله

The one who is happy to get the sweetness of the faith should not love anyone except for the sake of Allah.

The sincere love is for Allah. There should be no tangible expectations, nor personal human feelings, such as kindness, mercy, etc.

If there are any demands or expectations, this spoils the sincerity, making the love a cause of sorrow, making you disturbed and angry. The sincere and pure love for the pleasure of Allah brings happiness and satisfaction, making you energetic.

The pure love for the sake of Allah does not make you cry; you enjoy this love. There is no worldly benefit involved with it, not even a salaam or a smile, or money.
The one who loves for worldly benefits, or emotional needs, will find that this love is discontinued. Whether he got what he desired or not, the love was affected.

The one who loves for tangible matters and human emotions and needs, will find that worldly relationships are temporary, based on some needs and feelings. We must keep renewing our Ikhlas, and love with purity; this needs jihad with the self.

Ikhlas in love is the most difficult task.

The love which is based upon worldly benefits, will be disconnected. The sincere love continues, fueled by itself; it is eternal. The worldly love has to be renewed all the time; you have to work to stay connected.

This is why we have the dua’

اللهُمَّ إِنِّي أَسَأَلُكَ حُبُّكَ وَحُبَّ مِنْ يُحَبَّ، وَالعَمَلُ الَّذِي يُبَلَّغُنِي حُبُّكَ. اللَّهُمَّ إِجْعَلْ حُبُّكَ أَحْبَبَ إِلَيْ مِنْ نَفْسِي وَأَهْلِيَّةٍ، وَمِنَ المَاءِ الْبَارِدِ. 

الراوي: أبو الودلاء المحدث: الترمذي
المصدر: سنن الترمذي الصفحة أو الرقم: 3490 صلاة حكم الحكم: حسن غريب

Oh Allah! Verily I ask you for Your love, and the love of the one You love, and the deed which can bring me Your love. Oh Allah! Make Your love more beloved to me than my own self, and my family, and the cold water.

There are so many people you love for Allah, and you hardly meet them. But whenever you do, the connection remains. If the love is not pure, it will decrease and be discontinued.

If you claim to love someone for Allah, you will be tested. If the situation changes the feelings, then the love is not pure. For a worldly love, if you get it in return or not, the love is affected with changes in situations, or you get bored with it. If you don't get it, you lose hope.

To love the believer is a lifelong commitment, whether you want something worldly in return or not.

You must love all the believers, whether you connect with them or not. It is easier to love someone with Ikhlas when you don't know them. This is an everlasting feeling, a higher level of love, a worship, because it is for the sake of Allah.
Be aware that loving for Allah is one of the most difficult and intense tasks, and this feeling is very rarely found in people. It is not found in anyone except the one who goes through intense nurturing from Allah.

This love needs a lot of jihad; the reward is very high, and so is the challenge.

Allah will make you go through the Decree in order to learn this love. You will be made to witness the negative part of love. The nurturing for this love is different, and very few people understand this task.

This love is everlasting; unaffected by any situation, whether you connect or not with the ones you love.

The love in these times is based on personal benefit. This love is temporary, not eternal. So whoever loves for a personal reason, the love will be disconnected, whether it is reciprocated or not.

This is the case with the majority of the people nowadays; their love is based on tangible matters, needs or emotions.

This love is urgent, but comes and goes away. It perishes because it is not sincere.

When children are small, they need love first from the mother. As they grow, the need for love moves to the teacher and friends. This is an unstable love. When they go to the next class, they need the love of their present teacher; they make new friends also. This love is temporary.

The sincere love for the sake of Allah is eternal, continuing even when the person is in his grave. The Prophet Mohammad صلی الله علیه و وکلیام loved his wife Khadijah so deeply, that he remembered and missed her even when she passed away; this is true love.

The love for material needs is the way for the majority of people. This love will not be rewarded in the hereafter, not will it have any benefit. It may also lead to hypocrisy and flattering.

This is because it is not sincerely for the sake of Allah. It is not really love, it is for personal gains. You might also do things for the sake of the person, and this affects your deen. When you love for a worldly reason, you follow your beloved blindly. Then you try to please that person, not Allah. You are chained to the pleasure of the beloved.
Sincere love does not chain and imprison; it brings freedom.

Close friends, that Day, will be enemies to each other, except for the righteous.

This is the true connection, taqwa. On the Day of Judgement, friends will be enemies, except the sincere friends, those with taqwa. For sincere love and friendship, you need taqwa, so that you don't follow your own desires.

Those with taqwa are the ones whose love and friendship is eternal. Whatever is for Allah will last forever; whatever is for someone rather than Allah will perish.

The muttaqeen are sincere in their love; their friendship is forever.

The sincere love for the sake of Allah is a fuel to take you to jannah.