



BRUCE LICHT

FOUNDER OF *MY ELEVATOR PITCH FOR GOD*, ENTREPRENEUR, AND AUTHOR

Bruce grew up in Lafayette, California and received a BA in Political Science from UCLA as well as a Graduate Gemologist degree from the Gemological Institute of America. After graduating, Bruce operated his family's 100 year-old retail fine jewelry business for twenty-two years. Bruce had a passion for computers and graphic arts, so he changed careers and joined his best friend at a national technical publishing company for seventeen-years as the company's Publisher, where they invented the modern labor law poster industry, including the first "*All- On-One Labor Law Poster*" and "*Labor Law Poster Compliance Plan*."

Aside from being the Founder of the website, "*My Elevator Pitch for God*," Bruce was the co-editor of the book, *My Elevator Pitch For God: Volume 1*, and author of the cookbook titled, *Immediate Chef: No Previous Experience Required*.

Longing for the Transcendental

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Many human beings have an inner desire to be “a level above.” That is why so many people are willing to do such incredible feats like climb Mount Everest, run ultra-marathons, walk across the Sahara Desert, swim the English Channel, cross the Atlantic ocean in a rowboat, or jump out of an airplane.

But why do many people go to such great lengths and expense (not to mention often excessive debt) to have the longest boat, the fastest car, the biggest diamond, or the most expansive mansion? The actual reasons could vary. It could be for the sake of personal vanity, a desperate need to impress others, a desire to worship “false gods,” or just for the feeling of excitement of being “at the top.”

Alternatively, many people have a different kind of yearning. They have a longing for transcendental pleasure - a higher, spiritual pleasure that exceeds everyday physical experiences and the, often empty, material pursuits. Transcendental pleasure is often associated with spiritual practices or the feeling of having a connection with a higher power. Transcendental pleasure usually leads to a sense of deep joy, ecstasy and fulfillment beyond what is achievable through typical “surface” or “fleeting” pleasures.

If that’s the case, then why are so many people afraid of, and actually shy away from, trying to have a relationship with God? Is it because they feel it will stifle them? Make them feel accountable?

The more that we are able to understand the intricacies and miracles of the human body, the strength and balance of nature, or the precision and impossible mathematical odds of our universe coming to be, the more we are able to begin to “see” God, and the more we become astonished, drawn towards, and enamored with God’s greatness.

Where is a good place to start? Begin by looking at God’s “love notes,” like a sunset, a newborn baby, or the eyeball. Look at your hands, feet, the power of speech, and more. The list is endless.

Every day, God gives you a morning, an afternoon and an evening to enjoy. Breakfast, lunch and dinner to eat. Water to drink and oxygen to breath. Why does God make such a serious investment in each and every one of us? Ask yourself; Did you pay for your ability to see? Did you pay for your capability to smell a rose or listen to music? The answer is no. Every pleasure you have can be related back to God as a source.

Moment by moment, God continually showers us with goodness. Look at just 1 day of your life and all the miracles that transpire and it should be easy to say, “*Wow! Thank You God!*”