



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

Bruce's goals for this website are: To introduce more people all around the world to God and strengthen the faith of those who already believe in a non-political and non-religious way, to bring people together, find common ground between different faiths, create meaning in people's lives, and start to move the world in a better direction.

You can help by sending this website to friends and family and posting it on social media!

You can also connect with the website project's LinkedIn page by clicking below:

<https://www.linkedin.com/in/bruce-licht>

# Going Up?

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The entrance to an elevator on the ground floor of a building only has one button, and it will only take you in one direction—*up*. Likewise, the entrance to an elevator on the top floor has just one button, and you can only go *down*. But when you are in between, on a middle floor, the entrance has two buttons and you can choose to go *up* or *down* depending on which button you decide to press.<sup>1</sup>

When it comes to the constellation of choices we make in life—the behaviors we wish to exhibit and activities we engage in—it is similar to taking elevator rides. Will they take us *up* (make us more God-like) or in the opposite direction? The goal should be to always try to elevate ourselves.

But that's not always so easy, and we often make bad decisions, because we are enticed by things we shouldn't touch, aroused by what we shouldn't view, drawn to places we shouldn't go, and opinionated about what we shouldn't say.<sup>2</sup>

In a way, we are like fish. We are repeatedly attracted to shiny lures and fall for the same old tricks. Can't fish learn that when there is an appealing worm dangling in front of them that it's going to land them on someone's dinner table? Unfortunately, we likewise make the same errors over and over again.<sup>3</sup>

We need to learn from our missteps. We need to strive to be BIG people—not little, lazy, dishonest, gossipy, or petty ones. Our objective should be to take all that we learn and use it to become the best possible version of ourselves. You are a once-in-history phenomenon, and therefore, something unique is expected of you. There already were an Abraham, Washington, Einstein, and many others. Those roles have already been fulfilled. When God ushers us all into judgment, He will not ask, "*Why were you not Abraham?*" He will ask, "*Why were you not the best possible you?*"<sup>4</sup>

These analogies of an elevator and fish serves as clear metaphors for the human condition, illuminating our constant struggle between elevation and degradation. Our own "*moral elevator of life*" presents us with choices, much like the middle-floor elevator buttons. Our decisions dictate whether we will strive *up* towards a more God-like existence or descend into undesirable, destructive, short-sighted behaviors. The essential message here emphasizes self-growth, urging us to learn from our mistakes, resist bright and shiny lures, become the best version of ourselves, and fulfill our distinct, highest potential.

This innate moral compass—the universal drive to strive for a higher self despite our frequent failings—can be interpreted as a subtle, yet powerful pointer to the divine. The very existence of this internal battle, the distinction we perceive between *up* and *down* paths, suggests an objective moral standard or design, hinting that we are created with an in-born capacity to recognize and reach for something transcendent. This intrinsic blueprint for unique greatness is, for many, indirect proof of a Creator.

**Footnotes:**

- 1) From Rabbi Yaakov Wolbe's Podcast Collection with Torchweb.org: "The Rocky Path of Ascent" on November 30, 2025.
- 2) We are also desirous for instant gratification, hypnotized by procrastination, attracted by novelty, obsessed with addictions, allured by personal gain, victims of poor logic, and the list goes on and on.
- 3) From Rabbi Yaakov Wolbe's Podcast Collection with Torchweb.org: "Parshas Noach - The Flood and The Fish (5783)" on October 28, 2024.
- 4) From Rabbi Yaakov Wolbe's "This Jewish Life" Podcast with Torchweb.org: "The Three Types of Disciples" on November 23, 2025.