



BRUCE LICHT

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

Bruce grew up in Lafayette, California, and later received a B.A. in political science from the University of California, Los Angeles, as well as a Graduate Gemologist degree from the Gemological Institute of America in Los Angeles. After graduating, Bruce operated his family's century-old retail fine jewelry business for twenty-two years before selling his share of the company in 2001.

Bruce had a passion for computers and graphic arts, so he went into business with his friend at a national technical publishing company. He served as the company's publisher for seventeen years. The company pioneered the modern labor law poster industry, including inventing the first "all-on-one labor law poster" and "labor law poster compliance plan" before Bruce and his partner sold the company in 2018.

In addition to being the founder of the website, *My Elevator Pitch for God*, Bruce was the co-editor of *Elevator Pitches for God: Volume 1* and author of the cookbook *Immediate Chef: No Previous Experience Required*.

Visitors to *My Elevator Pitch for God* (www.mepfg.com) can read many wonderful, inspirational, and thought-provoking one-page essays by thought leaders with the widest breadth of backgrounds and experiences from all around the world.

Bruce's mission is to introduce more people to God and strengthen the faith of those who already believe. He aims 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 the link below:
<https://www.linkedin.com/in/bruce-licht>

I Asked and I Received

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I grew up in a very Reform Jewish home. I begrudgingly went to Sunday School and Hebrew School. I had a Bar Mitzvah and was Confirmed, but in the end, it left me empty and I really did not absorb much of it. My religion obviously was not presented in an inspiring, meaningful, and memorable way.¹

Then, in 2019, my wife and I were traveling across Croatia with a group of complete strangers, and on our last night, in an outdoor restaurant in Dubrovnik, at a large round table of ten people, someone asked this gentleman² sitting directly across from us, "Tell me about your religion, Judaism. I know absolutely nothing about it." Of course, both my wife and I immediately perked up.

For the next six to seven minutes, this knowledgeable man eloquently said some beautiful things that really resonated with us. I remember my wife and I looked at each other afterwards and said, "Wow! That was so impressive!" because neither of us would have known where to start or what to say.

Soon afterwards, I started slowly reintroducing myself to my Judaism by taking a number of daily classes with this new computer program I had never heard of before called *Zoom*.³ I kept thinking back to that night in Dubrovnik, and that articulate man who so movingly talked about God and his religion. At one point, I started pulling together various ideas from my notes to try to answer that big question for myself.⁴

I had sold my last business two years earlier and was getting extremely bored. I clearly remember praying to God on January 5th, 2022, saying:

"God, please, give me a new idea that will provide more meaning in my life. And if that idea could somehow incorporate all of this new knowledge that I have been learning, that would be really great!"

That same day, I left on a trip to Houston, Texas. Now I am a huge fan of Rabbi Yaakov Wolbe, the #1 podcast rabbi in the world, from Torchweb.org, and had a meeting set up with him the following day, on January 6th, to meet him in person.

During our meeting, I asked him, "Rabbi, what is your Elevator Pitch for Judaism?" He effortlessly presented his pitch, and it was beautiful,⁵ as you would expect. I then said, "What would be your Elevator Pitch for proof of God's existence?" He said, "You know... I have been thinking about that question for a very long time" and he went on to give an incredibly unique idea for what was proof of God to him.

Well, it became immediately obvious that if 1,000 people were asked this same question, no one would say the same thing as his answer was so unusual. This was an immediate answer to my prayer and it started this entire *Elevator Pitch For God* project rolling. I have never had a moment of boredom ever since. Just like the saying goes, ***"Ask and you shall receive!"***

Footnotes:

- 1) I was interested in girls, my friends, sports, cars, etc. My head and heart just were not into it.
- 2) Leonard Jacobs
- 3) So I took lots of classes on Zoom, and I would write down a lot of the information that I heard. Pretty soon, this document, full of interesting teachings that resonated, and answered a bunch of questions for me, become over 500 pages long.
- 4) That's not easy because "we" are a people, a religion, a land, a scripture, a culture, food, language, and much more. How do you boil that down into a few meaningful sentences?
- 5) Rabbi Yaakov Wolbe's spontaneous Elevator Pitch for Judaism (presented on 1/6/22):

"We are the chosen nation of God. God selected us because of our illustrious antecedents to be His nation, and He will be our God. Meaning that we have a direct connection with the Creator of heaven and earth. We are the only Nation in history who experienced a National Revelation where He gave us the manual for living—The Torah. He gave us, and He continually endows upon us, the responsibility for all humanity and the guidelines for how to perfect ourselves, to become perfect people, to become angelic people, and how to become the people that are going to bring the world towards its perfection. So we are the vanguard, the navy seals, of the mission of bringing progress to humanity, of bringing universal morality, righteousness and justice to the world. We are the Almighty's people and His representatives in this world. We have a direct line of communication to Him, and He is going to give us whatever tools we need to accomplish our mission. We are a Nation that lives and breathes meaning. Why was the world created? What are we here for? What are we trying to accomplish? What difference does it make if I live or die? We are the Nation that lives to the essence of what the world is all about. We are the only nation that had an Exodus from slavery, the only Nation that the Almighty hears whenever we cry out to Him, the only Nation that had great prophets like Moses among others, the only Nation that has the Torah. The only Nation that has mitzvahs which are direct instructions from God. The only Nation that has endured so much and preserved our core. The only Nation in history that has gone back to our land once, let alone twice. We are the oldest Nation on earth, that has and will be around forever. We are an eternal Nation. We are bringing the rest of the world with us—dragging them all along with us. They don't know it. They are coming kicking and screaming. We don't even know it sometimes, but we are doing it."