



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>

Godlessness

Bruce Licht

What is the definition of “*godlessness*”? The Internet, in part, describes it as: “*the state of lacking belief in God, an impious way of life, or a society having a declining sense of morality.*” Where can godlessness be seen in our modern world?¹ Unfortunately, it is all around us.² An extremely short list includes:

A measurable decline of religious observance, service attendance, and overall belief in God.

A replacement of God with idols such as money, technology, power, reputation, and **self-worship**, above the needs of others.

A rise in the idea that morality is a personal choice rather than a fixed, universal standard.

The government’s attempt to create its own “heaven on earth” through excessive laws, intrusive, heavy-handed actions, and technology that ultimately leads to a less free, suffocating existence.

Swelling immorality, such as the increased use of explicit sexual content, gratuitous violence, and substance abuse in popular movies, music, and television, as well as the acceptance of a casual “hookup culture” that deteriorates moral boundaries, the sanctity of marriage, and long-term healthy relationships.

A notable rise in faith-based hate crimes all around the world with many countries doing very little about it.³

An erosion of the traditional family structure and values.

The shift in public education toward a purely secular, humanistic worldview where humanity, versus a “higher power,” is seen as the ultimate moral authority.⁴

The rise of environmentalism, where the creation is worshiped instead of the Creator.

The growing reliance on smartphones, social media, and immersive virtual reality as an escape from the real world and genuine human relationships.

The unequal treatment under the law, where high-profile individuals avoid prosecution for actions that would lead to severe consequences for ordinary citizens, or where certain groups are wrongly vilified much more than others.

The dishonesty of godless people within the media propagating falsehoods including: That governmental policies do not often favor large corporations over small businesses, that the national debt and excessive government spending are unimportant, ignoring the violent tactics of Antifa, saying that the U.S. border was secure, reporting inaccurate crime statistics, and more.

And how Israel has had to fight an existential struggle against evil; yet, many nations and people—in response to the terrorists’ unprovoked, blood-thirsty actions—want to reward them with their own state.⁵

What do all these examples have in common? There is a direct correlation between the removal of the God of the Bible from our lives and the increasing insanity of our world. The more absurd the story or events, the more you can assuredly assume that godlessness is associated with them.

Bringing the God of the Bible into society makes it very clear as to what is considered good and evil, right and wrong, and how we should all act. When a civilization does not have God at the center, there is nothing to be accountable to, and as a result, no reason to strive to act God-like. In the end, it is quite simple—it all comes down to God.

Footnotes:

- 1) As heard on the Barak Lurie Podcast:
https://x.com/Barak_Lurie/status/1973409282323550267
- 2) This essay identifies where “godlessness” can be found in our modern world. So where can God be found? In acting in the opposite manner. For example:

Instead of, *“In the measurable decline of religious observance, service attendance, and overall belief in God”* – Follow religious observances, attend religious services and believe in God.

Instead of, *“In the replacement of God with idols such as money, power, reputation, and self-worship, above the needs of others”* – Don’t practice idolatry of any type. Worship God.

Instead of, *“In the idea that morality is a personal choice rather than a fixed, universal standard”* – Realize that morality is not a personal choice but a fixed, universal standard, by God.

- 3) Based on a report from the Countryside Alliance, in England, there are more than 4,000 destructive vandal attacks on religious institutions a year and research shows a notable rise in faith-based hate crimes. Churches and synagogues all around the world are now having to defend themselves, without a lot of success. This trend reflects a troubling pattern of targeted violence and countries basically do very little about it.
<https://www.countryside-alliance.org/resources/news/over-4-000-crimes-committed-at-churches-in-past-ye>

Many believe that the fire at Notre Dame Cathedral was caused by an arsonist. Notre Dame Cathedral, completed in 1345 CE, stood for 674 years before the destructive fire on April 15, 2019.

- 4) While some critics observe a trend toward secular humanism in public education, this perspective does not uniformly apply to all schools. The landscape of American education is highly localized, with significant variation in curriculum, community values, and school culture.
- 5) The slogan ***“From the river to the sea,”*** is widely considered antisemitic by major Jewish organizations and many Western governments because it is interpreted as a call for the elimination of the State of Israel and the expulsion of its Jewish inhabitants. The phrase refers to the geographic area between the Jordan River and the Mediterranean Sea, which encompasses all of modern-day Israel and the Palestinian territories (the West Bank and Gaza Strip).

There’s an old joke that says, *“Why isn’t there an 18-hole golf course in Israel? Answer: Because the ‘back 9’ would be in Jordan.”* There are 22 Arab states and 52 Muslim states. Is there room on earth for just one little Jewish state?