



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>

The Great Parking Place

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Most people's behavior, when it comes to living like they truly believe in God, can be summed up by this joke:

A person is driving to work and they're running late for an extremely important meeting. They circle the block a few times and cannot find a parking spot. They're getting very nervous and cry out, *"Oh God, I have to get to this meeting on time. Please, oh please, if you could just get me a place to park, I would be forever indebted to you!"* All of a sudden, like the parting of the Red Sea, a parked car pulls out right in front of the entrance to their company. The driver gets a big smile on their face and says, *"Don't worry God, I found one myself."*

One reason that people remove God from their lives is because they feel they are so capable; they are in control; and they have everything figured out. But I suggest you humble yourself a little.

Realize that God is involved with every detail of your life and when you turn towards God, He will turn towards you.¹ When you let God in, you'll come to understand that nothing is random. If a person makes some effort and creates a small crack, just a pinhole as big as the eye of a needle, God will open up an enormous thoroughfare for them.² That's when they'll recognize that God has everything handled. They will then be able to live in the moment, with the most confidence possible, because they'll finally know they're in God's hands.

The term *"financial security"* is a misnomer. It means that you believe that "God can't sink your ship." We tend to puff out our chests and think, *"I'm so smart. I determine the outcome."* That arrogance is a great way to make your 401(k) a "Zero-1(k)." Of course, always do your due diligence, but don't put all of your faith in your abilities. Put your faith in God.

Anybody who has ever invested has most likely made decisions that didn't work out. We all may know someone who we think understands everything there is to know about their business, and surprise, they lose a lot of money. On the other hand, you may also know someone who went for an investment on a whim that everyone thought was crazy (like buying stock in a once unknown company like *Yahoo* or *Google*) and now they're sitting on some exotic beach sipping a piña colada.

You'll be much better off if you change your attitude and stop worrying so much. Tell yourself, *"I don't know what the outcome will be, but I know God will handle it. I know God wants me to succeed."*

So I strongly recommend that you *"let go and let God."* Do your best and God will do the rest. The more you learn to rely on God, the more you'll feel a closeness to Him and possibly, the more great parking spaces you'll get.

Footnotes:

- 1) Many of the ideas within this essay come from Rabbi Aryeh Wolbe's Parsha Review Podcast with Torchweb.org, titled: "Letting Go and Letting God: The Path to True Security (Parsha Power: Balak)" on July 10, 2025.
- 2) From Rabbi Yaakov Wolbe's Podcast Collection with Torchweb.org, titled: Parsha: Balak - Ruthless and Ruthful Determination, July 9, 2025.