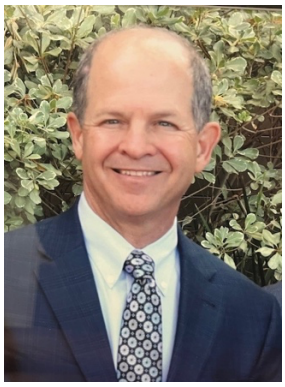

BRUCE LICHT

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*.

Slow Down and Find God

BRUCE LICHT

I think one of the main reasons that many people can't find their way to God is because they are just moving too fast. We now expect everything immediately, from our streaming videos to our food deliveries, and as a result, our attention spans have decreased in length to mere seconds. But are there certain things that shouldn't be rushed? Are we not paying enough attention to important details along our journey? What is the cost of our fast-paced lives? I personally believe you often have to slow down a bit to find God.

I use the example that if you look out the window of an airplane flying at over 500 miles an hour at 30,000 feet, there is very little detail you can make out of the world below. But get into a car, and you'll notice so much more. Now get on a bicycle, and you will be able to really observe smaller details. Now get off the bike and start to walk, and all of a sudden, you'll hear, see, and smell so many additional things. You will actually feel the earth beneath your feet, and experience the world in a way that just wasn't possible before.

The path to discovering God is not much different. In this modern era, with our fast-paced lives and endless stimuli coming at us from every direction trying to distract us, it's not hard for everything to become one big blur. Moments turn into days, then weeks, months and years, with what seems like just a blink of an eye. So slow down, and take some time to open your eyes and your mind.

That was the story of the first half century of my life, until that day when I was told that I was losing my eyesight due to a rare, degenerative retina disease where there is unfortunately no cure. The prognosis was that my vision would just keep getting worse until one day, when I would ultimately be blind. I had to immediately stop driving before I hurt someone, let alone myself. This later turned into not being able to ride a bicycle, which in time became having a hard time even walking down the street.

But the good news in my case, is that it caused me to slow down - gave me the time to read, listen and more thoroughly investigate history and the world around me - and that is when I found God. And in the end, it has been one of the biggest blessings in my life.

I discovered that there's not only this temporary, material, visible world where the body reigns supreme - a world where God's power is obscured by cause and effect; a world masked by the veneer of our physical reality where people, forces and rules of nature carry weight – but that there's also an invisible, spiritual, non-material, enduring world of the soul as well.

All of life begs the question – "*which world are you going to prioritize?"*