



**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 Rope of Hope

BRUCE LICHT

There is an old adage that says, "*The hardest things in life are the things most worth fighting for.*"<sup>1</sup> This sentiment is appropriate when it comes to one's journey in seeking God's presence.

Unfortunately, we can't order God online and have Him show up on our doorstep in an Amazon delivery. We can't communicate with God instantaneously by sending Him a text message. And He is not going to just jump out of your birthday cake and shout, "*Surprise!*" In most cases, God is found by always holding on to hope, never losing faith, and exerting effort to seek Him out.

Imagine being in the middle of a barren, hot, blistering desert.<sup>2</sup>

There's just dry sand as far as your eyes can see. You need water badly. You hike to a number of distant oases, but they are just mirages.

You're getting weak and desperate. You call out to God, and suddenly, you see what appears to be a well in the distance. With your last ounce of strength, with one hand over the other, you exert effort and crawl in that direction. When you finally approach it, you see that there is an opening with a rope that extends into a deep, dark hole. As you pull the rope up, you are hoping it will not break, there is a bucket at the other end full of fresh water, and your life will be saved.

Now imagine being on a ship in the middle of a deep, dark, raging ocean.<sup>3</sup>

There's just black open water as far as your eyes can see. The captain warns about an approaching storm and you tie a rope around your waist as a precautionary measure. The storm picks up, the ship begins to toss, and you are thrown overboard.

The relentless waves are pummeling you and pushing you further away from the ship until it is no longer in sight.

You're getting weak and desperate. You call out to God, and suddenly, the rope around your waist becomes taught and starts tugging you along. With your last bit of strength, with one hand over the other, you exert effort and yank yourself towards the ship. As you pull, you are hoping the rope will not break, the vessel will come back into view, and your life will be saved.

Metaphorically speaking, discovering God is a bit like finding water in a dry desert or a rescue ship in a violent sea. God is always there, but His presence is not always easy to discern. We have to be active participants in the process. We may have to dig deep below the surface or swim great distances to discover His veiled holiness. But when we exert the effort, and never let go of His unseen cord, the treasure we receive can be more valuable and considerably more cherished. Ultimately, this journey is not just about finding God, but about proving the resiliency of your faith. In the end, it is possible that your life just may be saved.

## Footnotes:

- 1) The hardest things in life are the most rewarding. If it were easy, it would not be worth it. We are here to do what is hard. Just like going to the moon, in the words of President John F. Kennedy, "*We choose to go to the moon, not because it is easy, but because it is hard.*" Do things that are hard.
- 2) From The Parsha Podcast - With Rabbi Yaakov Wolbe with Torchweb.org: Toldos – Infertile Crescent, Nov 19, 2025.
- 3) From The Shema Podcast for the Perplexed: Becoming a Nation of Priests with Rabbi Yaakov Klein, Nov 16, 2025.