



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 the link below:
<https://www.linkedin.com/in/bruce-licht>

The Instruction Book for Life

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Can a car create itself? What about a wristwatch or a computer? That would be ludicrous to think they could, as they are so incredibly complex. What about something considerably simpler? Do you believe that given enough time and with just the right conditions, this book could create itself, either on purpose or by accident?

Imagine that somehow, every color of the rainbow fell from space and happened to land on this book's correct blank pages in all the right places to produce recognizable, appropriate illustrations and pictures. Then somehow, black ink fell from space, and made lines forming the letters of our alphabet, in the specific order to construct words and sentences, with just the right punctuation that, together, made coherent sense. And amazingly, page numbers landed on the pages, coincidentally in numerical order, before the book bound itself and made a cover with a title. No one would believe that could ever happen, even with an infinite amount of time to do so. So obviously, even simple books have intelligent design, and intelligent designers who create them.¹

Now consider *deoxyribonucleic acid* (abbreviated DNA)¹ which is a molecule within almost every single cell² that conveys genetic information for both the development and functioning of all organisms.³ DNA consists of two linked strands, forming the shape of a twisted ladder, referred to as a *double helix*.⁴ Your DNA is what scientists call your "*instruction book for life*."⁵ Your own body's particular "instruction book" has approximately 3.2 billion "letters," total.⁶ One estimate suggests that if you disassembled your DNA and laid out the pieces end to end, it would stretch approximately 110 billion miles.⁷

Bill Gates once said, "*DNA is like a computer software program far, far more advanced than any software program ever created*."⁸ DNA is so complex, that there must have been a genius "programmer" beyond any human comprehension that put it together. If a simple book cannot possibly make itself, it is infinitely more irrational to take the position that DNA happened by accident.¹

So where did the intelligent information—the programming code for the building blocks of life—come from? It does not exist in any of the materials present from the *Big Bang*. Its origin, without a doubt, is supernatural.

This really should not be so difficult. The question is, "*Do you think 'nothing' or 'something' created 'everything'?*" These positions are just common sense.¹ As Sir Isaac Newton, the "*Father of Science*," said, "*Atheism is so senseless*."⁹

There had to be an intelligent mind beyond any human reasoning that was capable enough to put DNA together. If that is the case, then it should not be hard to say, "*Atheism ignores evidence and facts. It cannot be true*." DNA is clear evidence of the existence of an Intelligent Designer—evidence of the existence of God.¹

Creation did not happen by accident. Creation means that your life has purpose. So there is a great reason to go do something meaningful with your life while you still can.

Footnotes:

- 1) Many of the thoughts within this essay were taken from "*The Atheist Delusion – Why Millions Deny the Obvious*"
<https://livingwaters.com/movie/the-atheist-delusion>
- 2) Google AI: Except mature human red blood cells (RBCs) which do not contain DNA. During their development in the bone marrow, through a process called erythropoiesis, RBCs lose their nucleus, which contains the DNA, in a process called enucleation. This allows them to become more flexible and efficient at carrying oxygen, but it also means they cannot reproduce or synthesize proteins, including those needed for repair. This limits their lifespan and function.
- 3) This includes all human, animal, fish, insect or plant life. It all has DNA.
- 4) National Human Genome Research Institute
<https://www.genome.gov/genetics-glossary/Double-Helix>

"Double helix, as related to genomics, is a term used to describe the twisted ladder-like structure of DNA, composed of two linked strands that run in opposite directions, that wind around each other. Each DNA strand has a backbone made of alternating sugar (deoxyribose) and phosphate groups. Attached to each sugar molecule is one of four nitrogenous bases: adenine, guanine, cytosine, or thymine. The two strands are held together by hydrogen bonds between the bases. Adenine always pairs with thymine, and cytosine always pairs with guanine. This specific pairing is called 'complementary base pairing' or 'Watson-Crick base pairing.' This structure is crucial for DNA replication, as the base pairing allows each strand to serve as a template for building a new complementary strand. The discovery of this structure, by James Watson and Francis Crick in 1953, was perhaps the most significant biological accomplishment of the 20th century. It is fundamental to understanding genetics, heredity, and the processes within cells."
- 5) Jones & Bartlett Learning
"Chapter 2 – DNA Is the Instruction Book for Life"
https://samples.jblearning.com/9781284149845/9781284149982_CH02_Print.pdf
- 6) Each strand has a backbone made of alternating sugar (deoxyribose) and phosphate groups. Attached to each sugar molecule is one of four nitrogenous bases: Adenine (A), Guanine (G), Cytosine (C), or Thymine (T).
- 7) Google AI: Each cell in your body (except red blood cells) contains approximately six feet of DNA. The total length of DNA in your body, laid end to end, according to one estimate, could travel to Pluto (which is about three billion miles from our sun) approximately seventeen times. Alternatively, it could stretch from the Earth to the Sun and back over 600 times.
- 8) Google AI: The quote, "*DNA is like a computer software program, but far, far more advanced than any software ever created*" is attributed to Bill Gates. While the exact publication source is debated, the quote is frequently cited in discussions about the complexity of DNA and its comparison to computer code.
- 9) Google AI / Quora / Wikipedia: Sir Isaac Newton, said in one of his unpublished and undated manuscripts: "*The Supreme God is a Being eternal, infinite, [and] absolutely perfect. Opposition to godliness is atheism in profession and idolatry in practice. Atheism is so senseless and odious to mankind that it never had many professors.*"