



**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? <sup>1</sup> Unfortunately, it is all around us. <sup>2</sup> A short list includes:

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

A replacement of God with new 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 healthy relationships.

A notable rise in faith-based hate crimes around the world with many countries doing little about it. <sup>3</sup>

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 declared the ultimate moral authority.

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 more than others.

The dishonesty of godless people within the media propagating falsehoods including: that tariffs do not stymie free-market growth and raise consumer prices, that governmental policies don’t often favor large corporations over small businesses, that the national debt and excessive government spending are unimportant, or ignoring the violent tactics of Antifa, saying that the U.S. border was secure, reporting inaccurate crime statistics, etc.

And, how Israel has had to fight an existential struggle against evil, yet many nations and people, in return for the terrorist’s unprovoked, blood-thirsty actions, want to reward them with their own state. <sup>4</sup>

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 as 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’s quite simple—it all comes down to God.

## Footnotes:

- 1) As heard on Barak Lurie Podcast:  
[https://x.com/Barak\\_Lurie/status/1973409282323550267](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 new 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) In England, there are considerably more than 3,000 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.

Based on a 2025 report from the Countryside Alliance, there are over 3,000 incidents of criminal damage, vandalism, and arson at churches annually in England and Wales. The organization revealed that between January 2022 and December 2024, a total of 3,237 such incidents were recorded.

<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) 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?

# Godlessness

**Bruce Licht (488 Words Exactly)**

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? Unfortunately, it is all around us.

In Canada,<sup>1</sup> many provinces legally recognize more than two parents in a marriage. The province of Quebec’s “*Youth Protection Services*” has allowed a “throuple,”<sup>2</sup> to adopt a little girl.<sup>3</sup> If this is acceptable, what about a quadthrouple or a quinthrouple? While the long-term viability of marriages with multiple partners is still a growing area of study, and societal shifts may be influenced by many factors, a decline in the belief in God has observably weakened the traditional moral frameworks that once guided Western societies’ views on family structure. But at what point is this an example of godlessness and not appropriate?

Here’s another story in the news: In England, there are considerably more than 3,000 destructive vandal attacks on religious institutions a year<sup>4</sup> 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 like England, Canada, and France basically do very little about it. 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. Are these actions a result of godlessness?

And what about the insanity of how Israel has had to fight the most unambiguous struggle against evil since World War II, yet many European nations, including England, France, and Spain, in return for the terrorist’s despicable, belligerent, blood-thirsty, devilish actions want to reward them with their own state.

Whether it is: not being honest about the tactics and violence used by Antifa,<sup>5</sup> saying that the US border was closed and secure when it was porous and unsafe, saying that crime statistics were down when they were rising, etc.—these are godless people propagating these falsehoods.

What do all these stories and statements have in common? There’s a direct correlation between the increasing insanity of our world and the removal of God from our lives—regarding what is considered good and evil, right and wrong, aspects of sexuality and relationships, lack of honesty, etc. Unfortunately, it leads to situations like these, where godlessness is at the core.

The more absurd the events, the more you can assuredly assume that **Godlessness** is associated with them. When you have a society that can't understand: that a little girl is better off not being raised by a "commune," that you don't allow attacks against religious institutions, and you don't reward the evil actions of terrorists, then I expect we are going to see more and more of these types of bizarre stories.

### **Footnotes:**

1. As heard on Barak Lurie Podcast:  
[https://x.com/Barak\\_Lurie/status/1973409282323550267](https://x.com/Barak_Lurie/status/1973409282323550267)
2. A "throuple" is a three-person romantic relationship where all three individuals are intimate with each other, with shared emotional and sexual connections. It is a form of polyamory and can involve any combination of genders and sexual orientations. The term is a blend of the words "three" and "couple."
3. <https://ca.news.yahoo.com/throuple-wants-quebec-legally-recognize-165309177.htm>
4. Based on a 2025 report from the Countryside Alliance, there are over 3,000 incidents of criminal damage, vandalism, and arson at churches annually in England and Wales. The organization revealed that between January 2022 and December 2024, a total of 3,237 such incidents were recorded.  
<https://www.countryside-alliance.org/resources/news/over-4-000-crimes-committed-at-churches-in-past-ye>
5. In general, the Antifa movement is a radical, violent, left-wing international terrorist designated organization that incites riots, destroys property, and suppresses free speech through intimidation. Short for "anti-fascists," Antifa is a militant political protest movement comprising autonomous groups whose political beliefs are guided by their "opposition" to what they label as "fascism" even though, ironically, they are in actuality the ones who are in fact fascists. Despite some law enforcement and civil liberties experts describing Antifa as a decentralized, leaderless ideology or movement, obvious evidence shows that they are a highly organized and coordinated group or "enterprise," characterized by extremely violent acts, which are clearly not spontaneous but rather the result of organized efforts that seek to break down the rule of law, undermine the U.S. government and Western civilization.