



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.

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

Be a Star

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The quest to find God and to understand the reality of His existence is among the most profound human endeavors. It's a journey often seen as being complex, yet perhaps the path is more straightforward. The pursuit can be distilled into a simple three-step process: first, cultivate a virtuous character that reflects divine attributes, then take the appropriate, necessary initial step, and finally, develop unwavering will. Let's explore these stages further.

First: Consider this choice: Would you prefer to be a giant, shining star in the sky or a small, easily overlooked grain of sand on a beach?¹ The star is a source of immense light and warmth, while sand is merely trampled upon unnoticed. Within you lies the potential for either existence. This isn't a matter of fate, but a deliberate choice for intentional growth. To begin the pursuit of finding God, one must first choose the pathway of significance—cultivating a burning desire to be an upstanding individual, with the goal to draw near to God and make His name great, versus your own.

Second: Building on the foundation of a virtuous character with the aim of glorifying God, the next challenge is action. A common mistake is misalignment of effort. Imagine buying a pair of shoes in size 12 when your feet are only size 8. The shoes would fall right off. Finding God requires taking a first step that is the "right size" for *you*. A step that is too big, too small, or misdirected will not lead to progress. The promise inherent in this pursuit is reciprocal: When you turn toward God and take that correctly sized first step, He turns toward you.² My own life experience confirmed this advice. I was told by a friend, "*Here is how it's going to work. You are going to turn toward God, and take small steps, and your life will just get better and better*" and he was right!

Third: The journey demands perseverance. Thomas Edison famously discovered the light bulb on his 2,000th experiment.³ When asked about his 1,999 "failures," he reframed them saying, "*It was a 2,000-step process. It was 2,000 steps of willpower. Each failure willed me forward.*"

Willpower, with humility, is the engine of manifestation. A sustained and focused will to succeed or improve, done for God's glory and not one's own, can overcome nearly any obstacle. When we truly will something into being out of a sincere love and gratitude for God, we forge the channels necessary for connection, opening the pathway to find and honor Him.

In essence, the search for God need not be a daunting odyssey. It is a deliberate undertaking shaped by choice, action, and persistence. By embracing this three-pronged approach, the seemingly complex route can be simplified into manageable, purposeful steps.

Ultimately, this road can open the gate to a connection that's already present. The divine is not a distant destination but an ever-present reality, just waiting to be recognized through our love and dedication for Him.

Footnotes:

- 1) God promises Abraham three times in the Torah that his descendants will be as numerous as the stars in the sky and the sand on the seashore, and that all the nations of the earth shall bless themselves by their offspring.

Genesis / Parshas Lech Lecha / Chapter 15 / Verses 5-6

"And He took him outside, and said 'Gaze, now, toward the Heavens, and count the stars if you are able to count them!' And He said to him, "So shall your offspring be! And he trusted in HASHEM, and He reckoned it to him as rightlessness."

Genesis / Parshas Vayeira / Chapter 22 / Verses 17-18

"that I shall surely bless you and greatly increase your offspring like the stars of the heavens and like the sand on the seashore; and your offspring shall inherit the gate of its enemy. And all the nations of the earth shall bless themselves by your offspring, because you have listened to My voice."

Genesis / Parshas Vayitzei / Chapter 28 / Verses 14-15

"Your offspring shall be as the dust of the earth, and you shall spread out powerfully westward, eastward, northward and southward, and all the families of the earth shall bless themselves by you and by your offspring. Behold, I am with you; I will guard you wherever you go and I will return you to this soil; for I will not forsake you until I will have done what I have spoken about you."

- 2) Exodus / Chapter 19 / Verse 3

"Moses ascended to God" and immediately after that it says, "and God called to him from the mountain, saying..."

This verse is teaching us: "Do something. The minute you do, God will say, I am here. I'm waiting for you."

- 3) Thomas Edison discovered a practical, long-lasting incandescent light bulb in **1879** after months of testing a carbonized cotton thread filament. He demonstrated it publicly on New Year's Eve. Edison didn't invent the light bulb because no one invents anything—we only discover what God has already embedded in His Creation. Though he filed the patent earlier that year in November, his success involved also creating a whole electrical system to power it, marking the start of the electric age.