



**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>

# The Great Cover-Up

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The universe operates as an intentional moral and intellectual experiment: a physical reality thoughtfully designed to veil humanity's perception of God, challenging us to seek divine truth.<sup>1</sup>

God is the only actuality that hinges on nothing else. He is the sole self-subsistent reality just beyond physical sensory perception. Though seemingly solid, the material world is deliberately organized to mask this hidden truth. The captivating beauty of a colorful sunset, the intricate laws of physics, the mysterious dance of subatomic particles, the grueling demands of daily life, the pressures of self-interest, and more form a "*created fog*," an intentionally deceptive environment intended to obscure God's existence and test our discernment.

For example, the fine-tuned fundamental constants of the universe, such as the gravitational force, can be seen as a shroud. If any one of dozens of attributes were slightly different, either the universe would cease to exist or be incompatible with supporting life. Science can describe these very specific numbers with astonishing accuracy, yet it cannot explain their origins or *why* they have the exact values they do. The intricate mathematical descriptions, while amazing, can become a distraction that leads some observers to focus solely on the "*how*" of the universe, while ignoring the "*why*"—including the question of a Creator.

This created fog extends into human behavior as well. Materialism, for example, presents the transient pleasures of acquiring wealth and possessions as the ultimate goal. The relentless pursuit of the newest technology, a larger house, or social prestige can consume one's attention so completely that it drowns out the inner voice urging spiritual reflection. This is not a flaw in the design, but a methodical condition for the exercise of free will.

Human beings have been endowed with reason, intuition, and freedom of choice—all the "*tools*" necessary to actively seek and grasp divine certainty. Yet the same design includes obstacles such as pride, ego, and short-term self-interest—what many traditions call the "*evil inclination*." These traits are not accidental byproducts of biology but essential components of the test. They compel individuals to confront their own motivations, evaluate competing desires, develop faith, and choose between fleeting distractions and an enduring spiritual existence.

Take pride, for instance. A person who achieves academic or professional success may become dismissive of any perspective that challenges their worldview. Their self-assurance can make them intellectually stagnant and arrogant, causing them to reject questions of faith as unscientific, primitive, or irrelevant. In this way, pride becomes a spiritual barrier that blocks acknowledgment of a higher power.

True faith, therefore, requires navigating and overcoming these obstacles. It must be a conscious intellectual and spiritual act. The central question of human life becomes: Can we see through the created fog? Can we perceive divinity embedded within ordinary experience?

Ultimately, the struggle to find God in a world planned to hide Him isn't a cosmic trick, but the core of human purpose. The ability to pierce this created curtain offers each person the opportunity to shape their spiritual destiny.

**Footnote:**

- 1) From Rabbi Yaakov Wolbe's ([www.torchweb.org](http://www.torchweb.org)) Torah 101 – #44: Torah Study: The Soul's Panacea.