



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>

Life Within Boundaries

BRUCE LICHT

Some people live their lives with the attitude, *I'm going to do whatever I want, whenever I want, wherever I want, with whomever I want.* Show me someone who lives this way, and I will show you someone whose life is a disaster.¹ So what is the answer? Restraint—the ability to resist what is wrong and choose to do what is right.²

People who live without restraint are not primarily interested in the pursuit of truth, but in the search for happiness as they define it.³ They are willing to do almost anything to obtain happiness, regardless of who is harmed along the way. Such individuals often reject belief in God, not because God's existence is implausible, but because it would impose limits on the life they wish to live. So it's not the existence of God that is the problem... It's their resistance to God that is the issue.¹

People frequently ask, *"How could there be a God when there's so much evil and suffering in the world?"* I would suggest that there are reasons for this beyond our comprehension, but there is actually far more good in the world than evil.⁴ Where does much of that good come from? Restraint.

Everything that truly "works" in the world requires some degree of restraint in order to function properly.²

This principle applies to all utilitarian products. Take a simple garden hose. The water that comes out of the faucet is necessarily restrained by the walls of the hose in order for it to function. And the more you restrain it, with a nozzle or your thumb, the stronger the pressure and the farther it sprays.² If you like to sail, you have to restrain the wind to get the vessel to move in the desired direction. The tires on your car have to be restrained so they take you where you want to go.² When you insert a plug into a wall socket, the cord restrains the electricity until it gets to the lamp, computer, etc.^{2, 5}

The same principle applies to human life. If someone wants to succeed at anything, self-restraint is essential. Try succeeding in business if you say or do everything that comes to mind. Try maintaining a healthy marriage without fidelity. Try raising respectful, responsible children without boundaries. Try keeping a job without regulating your sleep or wasting untold hours in front of the TV. Try keeping a roof over your head while spending money without control. Try staying healthy eating ten Twinkies a day.²

Ultimately, the necessity of restraint in every functional aspect of the physical world provides an argument for the existence of God. Just as a garden hose requires structure to channel water effectively, human life requires moral boundaries and disciplined habits to flourish. This general principle points to an intelligent, divine architect rather than unrestrained randomness. This universal design suggests that true success and fulfillment are found not in limitless abandon, but within the purposeful structure and loving guidance established by God.

Footnotes:

- 1) Dr. Frank Turek posted: The #1 Question to Ask Your Atheist Friends
<https://x.com/drfrankturek/status/2008550371594317865?s=51>
- 2) From Barak Lurie Podcast: THEME - Restraint is Everything; Minn. Fraud Gets Far Worse; Mamdani Threatens Bibi; End of Europe? December 10, 2025.
<https://podcasts.apple.com/us/podcast/barak-lurie-podcast/id682245138?i=1000740806583&r=4193>
- 3) Conversation With An Atheist (Part 2)
https://x.com/taco_talks/status/2008361788149314037?s=51

If you ask an atheist, "*What do you think is the most important thing in life?*" they usually say, "*To be a good person and to be happy.*"

Let's address those two goals:

- A) If one agrees with Richard Dawkins, he says that there is "*no such thing as good or evil—there is only blind and careless indifference.*"

If you disagree with him and say that you believe "*there is an objective morality that is true,*" then you would say it is possible that someone is a "*good person.*" The problem is that most people say that they are "*good people.*" Hitler would probably have said that he was a good person, so who is really the judge? The truth is that there is no such thing as a good person. There is no one good but God alone. Humans are all fallen.

- B) As far as wanting, "*to be happy.*" If your happiness is the most important thing in the world to you, then you are basically worshiping yourself—that is a very narcissistic statement. Atheism is a narcissistic religion. It is literally worshipping yourself as a god. That's called idolatry. It is idolatry of the self.

- 4) As far as my statement, "*People frequently ask, 'How could there be a God when there's so much evil and suffering in the world?'" I would suggest that there are reasons for this beyond our comprehension, but there is actually far more good in the world than evil,*" —what is my proof?

I don't have empirical proof, however I would point out:

- There are more people that have the gift of sight than those who are blind.
- There are more people that have the gift of hearing than those who are deaf.
- There are more people that have the gift of speech than those who are mute.
- There are more people that have the gift of the sense of smell than those who do not.
- There are more people that have the gift of mobility than those who do not.
- There are more people that have a job or a source of income than those who are unemployed and actively seeking work.
- There are more people that have a roof over their head than those who are homeless.
- There are more people who sleep in a bed at night than those who sleep on the ground.
- There are more people who have access to electricity than those who do not.
- There are more people that have food to eat than those who are starving.
- There are more people that have access to clean drinking water than those who do not.

- There are more people that have had some degree of formal education than those who have not.
- There are more people that have the gift of family and friends than those who are alone.
- There are more people who are living in a country not currently at war than those who are living in a war zone.
- There are more people who live their lives without being victims of violent crime than those who are.
- There are more people who are generally healthy than those who are seriously ill.
- There are more people that continue living due to life saving drugs than those who end up dying of diseases.
- There are more people who own a mobile phone or have access to communication technology than those who do not.
- There are more children who receive life-saving vaccines than those who do not.
- There are more people who have access to soap for washing themselves than those who do not.

The list goes on and on. There is no question, there is evil and suffering in the world, but in what scenario is there more overall evil and suffering than overall good? I can't think of any.

- 5) From Barak Lurie Podcast: THEME - Restraint is Everything; Minn. Fraud Gets Far Worse; Mamdani Threatens Bibi; End of Europe? December 10, 2025.
<https://podcasts.apple.com/us/podcast/barak-lurie-podcast/id682245138?i=1000740806583&r=4193>

Just a few other examples include:

- A) Take the example of a car. It's not just a bunch of screws, bolts, wires, spark plugs, and assorted parts. The fire (actually the spark) that makes it all work is within the carburetor. The fire is not let loose throughout the car. It's restrained. And because of that, energy can be shifted throughout the car and off it goes.
- B) The same principle applies with a gun. There's an explosion in the bullet and it's restrained within the device, and the projectile is restrained by the walls of the barrel that it gets shot out of.
- C) Same thing with a bow and arrow. You place the arrow on the bow which restrains it in place before you let go and let it fly.
- D) Riding a horse is no different. You've got to train them but the reins ultimately restrain the horse and tell it which way to go.

The list goes on and on.