



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>

One Degree of Difference

BRUCE LICHT

In the very first verse of the Bible, it says that God created "*the heavens and the earth*."¹ The Heavens symbolize spirituality, while the Earth represents physicality. This duality captures the central, constant tension and struggle of human existence: Will we prioritize the world of the body or the world of the soul? ²

The number one purpose of life is to become "Godlike." God is all loving, all kind, all gracious, all compassionate, all giving, all forgiving, and all holy. These are among some of the many divine attributes that all mankind should be trying to emulate.³ What does it mean to be truly good? Fortunately, God tells us about the endless strata of His teachings with extraordinary clarity.

The number one goal is to never have a day where we don't have a touchpoint with Him. We should serve as God's Ambassadors and bring His presence, knowledge, and awareness into the world. Each day, we should try to dig a bit deeper. God does not necessarily care about every end result—He cares about the effort. While our aim is to complete the task of reflecting God's character, truth and love, we should never stop trying, even when we fall short. Buildings are never built in a single day. It takes one brick at a time. It's the accumulation of small steps that count. One small adaptation can transform a life. God gives every person what is suited for them. If everyone were a doctor, who would be a nurse? What matters most is desire, willpower, and the humility to begin with the minutest advancement.⁴

The number one misconception is that one's behavior, or practice, needs to be "*All or Nothing*." It is actually the opposite—it is the countless minuscule improvements that a person makes toward becoming Godlike. A small stride that feels insignificant today can, when multiplied over time, produce astonishing results.⁵ One good deed links to another, drawing us steadily closer to God. If a plane leaves New York for San Francisco and makes one tiny adjustment in the directional dial by one degree, they will end up in Mexico. ⁶

The number one objective of life, then, isn't the results, but the journey itself! We are in this world to toil.⁷ Our job is not to be perfect, but to never stop pursuing greatness. ⁸ And divine assistance can arrive in the blink of the eye. Just as God gives life with one breath and in a single breath He takes it away, we can go from being in a pit to achieving the greatest heights. With the snap of one's finger, everything can change. ⁹

The number one mission that we have on earth is to make a parallel between the physical and spiritual worlds—to make them indistinguishable from each other—as seamlessly aligned as possible. God wants us to repair, perfect, purify, and refine this world to make it more hospitable to Him and a place for Him to dwell. ¹⁰

Follow this path and you will surely find God!

Footnotes:

Notes: Many of the ideas within this essay came from compiling different teachings from various podcasts by Rabbi Yaakov Wolbe and Rabbi Aryeh Wolbe from Torchweb.org.

- 1) Genesis / Parshas Bereishis / Chapter 1 / Verse 1

"In the beginning of God's creating the heavens and the earth - ..."

- 2) Rabbi Aryeh Wolbe with Torchweb.org - Podcast Collection: Talmudist: Finding Divine Connection in Everyday Moments (Berachos 30a).
- 3) The word "Adam" means "Mankind." The word "Adama" means "From the Earth" because man was taken from the earth. God took earth and molded Man. But for what? "Adam" also comes from the Hebrew root word, "Adame" which means "To emulate." To be Godlike. That is our purpose.
- 4) Rabbi Aryeh Wolbe with Torchweb.org - Jewish Inspiration Podcast
This is a teaching from a famous Mishna in *Pirkei Avot* (Ethics of the Fathers).
- 5) From Rabbi Yaakov Wolbe's "This Jewish Life" Podcast at Torchweb.org: The Three Types of Disciples, Nov 23, 2025.

Our objective, spiritually, is to learn lessons—We have to learn from our masters—but the ultimate objective is to develop our unique self. There already was an Abraham, an Isaac, a Jacob, a Moshe, a Rabbi Judah the Prince, a Hillel, a Rabbi Akiva, a Rambam, a Ramban, a Rashi, a Chofetz Chaim, and so on. Those roles were fulfilled already.

Our objective is to take all the teachings that we learn and integrate it to make the best version of ourselves. The highest level is the recognition that you are unique and something unique is expected of you. You are a once in history phenomenon. There has not and never will be another person with your exact set of skills and circumstances. And therefore, the mind is expecting something unique from you.

Our sages tell us that *"Man is a mini world."* When God ushers us all into judgment, He will not ask, *"Why were you not Abraham?"* He will ask, *"Why were you not the best possible you?"*

- 6) This idea has been taught repeatedly by Rabbi Aryeh Wolbe with Torchweb.org. His source is the book *Atomic Habits*, written by James Clear in 2018.
- 7) One meaning of the Hebrew word for *"toil"* is *"pilpul"* which, in regards to studying, refers to the method of complicated discussion, partaking in rigorous analysis, asking hard questions, wrestling with the information, dicing it up and examining it from every angle with scrutiny, as a means to learn or teach something really well. The Talmud says, *"Praiseworthy is he who comes to heaven and their study is in his hands"* which means that they have a firm grasp of knowledge, it is written down, it is on their fingertips, and in their mouth.

- 8) From The Parsha Podcast - With Rabbi Yaakov Wolbe with Torchweb.org: Parshas Tzav - Ready, Steady, Fire! (5782).

We can define our mission in life here as a quest for immortality, a quest for greatness, a quest for eternity, a quest for the "World to Come" (Olam Haba); for the next world. Everyone has the opportunity to take a spiritual shortcut and earn a ticket to the World to Come in one hour. Every single person will have at least one chance in their lifetime to earn eternity in one hour. This world is a world of preparation. The Mishnah (A foundational text of rabbinic Judaism, compiled in the 3rd century BCE by Rabbi Yehudah HaNasi to record the oral law. It contains the debates and sayings of Jewish sages on topics ranging from civil and criminal law to agricultural practices and religious festivals. The Mishnah is organized into 63 tractates and serves as the basis for the later Talmud, which is its commentary) tells us, it's a corridor to get to the "Grand Ballroom." Typically, people have to spend their whole life, every hour, day, week, month, year, with focus and effort, to position themselves by the end of their life to earn eternity. And if you are righteous, you will be qualified and a good candidate for the world to come. But every person will also be afforded a second chance, an expedited fast-track chance to earn eternity in one hour. But the only way that you can seize upon your opportunity is if you always have a fire lit on top of your alter so to speak. If you do, you have all the ingredients in place to take that "animal" and turn it into a sacrifice. To transform the animal and make it into something that is eternally, spiritually relevant and valuable.

- 9) Like the redemption of Joseph. After 10 years of enslavement, he wakes up in prison and goes to bed the Viceroy of Egypt. If God desired, you can go from being in a pit, a dungeon...

Genesis / Parshas Mikeitz / Chapter 41 / Verse 11-13

"... We dreamt a dream on the same night, I and he; each one according to the interpretation of his dream did we dream. And there, with us, was a Hebrew youth, a slave of the Chamberlain of the Butchers; we related it to him, and he interpreted our dreams for us; he interpreted for each in accordance with his dream. And it was that just as he interpreted for us so did it happen; me he restored to my post and him he hanged."

To being the Viceroy of Egypt...

Genesis / Parshas Mikeitz / Chapter 41 / Verse 14

"So Pharaoh sent and summoned Joseph, and they rushed him from the dungeon. He shaved and changed his cloths, and he came to Pharaoh."

- 10) From Rabbi Yaakov Wolbe with Torchweb.org - The Parsha Podcast: Nitzavim – Repent Up Demand, Sep 17, 2025.

We know that if you want to change something – like your diet, exercise habits, weaknesses or challenges – it is very hard. But there is one thing you can do to get closer to God that is so easy. We are told it's not distant, it's not in the heavens, it's not across the sea. It's very close – it's in your mouth and in your heart to perform it. Ramban tells us that the act of repentance is the easiest and the most natural way to do it.

"For this commandment that I command you today—It is not hidden from you and it is not distant. It is not in heaven, (for you) to say, "Who can descend to the heaven for us and take it for us, so that we can listen to it and perform it? Nor is it across the sea, (for you) to say, "Who can cross to the other side of the sea for us and take it for us, so that we listen to it and perform it? Rather, the matter is very near to you—in your mouth and in your heart—to perform it.