



**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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You can also connect with the website project's LinkedIn page by clicking below:

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

# Trivial Pursuit

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Many people squander their limited, precious time on trivial pursuits.<sup>1</sup>

If you have ever wondered why so many people carry a few extra pounds around their waists, just look at the data regarding how much television the average person watches. And to what end? They often get flustered about the inconsequential events of strangers, such as who is going to get kicked off the island or which bachelor or bachelorette is going to get the rose. These show contestants are people we don't know, who don't care about us, and would pass us by on the street without even a glance. Yet we invest copious hours and heart-wrenching emotion in their stories.

The same scenario applies to professional sports. In most cases, the only reason we root for someone is because of geography—the team they play for represents the city we live in.<sup>2</sup>

What is my advice? Put down the remote control!

We often elevate meaningless things to paramount importance, and trivialize truly important things that actually matter. Our money, connections, reputations, or the fact that our fantasy football team won do not accompany us for eternity. The only thing that we can take with us beyond the grave is our good deeds.

These excessive, poor uses of our finite existence point to something missing—an abyss that only a connection with God can fill. This misdirection of our valuable energy in temporary, trivial pursuits, while neglecting what is truly enduring, highlights the central human battle with life's impermanence.

What would the world be like if we all took just some of our "wasted" leisure time and focused more attention on building our connection with God and doing for others?

Legend has it that there once was a Jewish person who passed away and in his "pre-burial will" (how he wanted to be buried) it said, "I want to be buried in my socks."<sup>3</sup> Now, according to Jewish law, you can't do that, and the family was told, "Sorry, we can't honor that request." After the burial service, the "post-burial will" (what he wanted done with his possessions) was read, and it said, "You see! You can't even take your socks with you."<sup>4</sup>

We fall into the trap of thinking, "It is my car, my house, my boat. They are all mine!" This is a reminder that in actuality, *nothing* belongs to us, *everything* is merely on loan.

This universal yearning for something more significant suggests that there is most likely an alternative reality capable of satisfying that spiritual need, and serves as internal evidence for God's existence, to whom all things ultimately belong.<sup>5</sup>

A void in one's life usually reveals a "divine missing piece." Life shouldn't be like a pointless game of *Monopoly* or *Trivial Pursuit*. More "stuff" will not fill the gap, and we will never find God by binge-watching television. Get your priorities straight. Sure, God answers our prayers 100% of the time—it's just that sometimes, with good reason, His answer is, "Sorry, but no."

## Footnotes:

- 1) From Rabbi Yaakov Wolbe with Torchweb.org Podcast Collection: Ethics: Levity (June 6, 2021).
- 2) And honestly, the only reason they are wearing that team's jersey is because they offered them the most money (until another team does).
- 3) From Rabbi Aryeh Wolbe with Torchweb.org Podcast Collection.
- 4) Traditional Jewish burial laws (particularly within Orthodox and Conservative Judaism) prioritize honoring the dead through immediate, simple burial in the earth, emphasizing natural decomposition, equality, and humility. Jewish laws forbid cremation, embalming, open-casket funerals, and elaborate displays. They require washing the body, dressing the deceased in a simple white shroud called "*tachrichim*," and using a simple wooden casket (often with holes in it) to return the body to dust as quickly and naturally as possible.
- 5) Jim Elliot (missionary, martyr to Ecuador) said, "*He is no fool who gives what he cannot keep to gain what he cannot lose*" which means that it is wise to sacrifice temporary, worldly things for eternal, spiritual rewards. "*What he cannot keep*" refers to perishable things like material possessions or even one's physical life, while "*what he cannot lose*" refers to the eternal, priceless things like a relationship with God, spiritual blessings, or eternal life. The quote encourages focusing on long-term, eternal values over short-term gains.  
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