



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

Wake Up and Smell the Coffee

BRUCE LICHT

Everyone believes in miracles. The miracles that I attest to involve my belief in God. It is perfectly acceptable to be a skeptic and ask questions, but to say that people who believe in God have a suspension of logic and are irrational is totally absurd.¹ After all, the idea that, against inconceivable mathematical odds, matter can come into existence from nothingness, come to life by itself, evolve into over eight million species² and somehow, we are all here—conscious, thinking and breathing—is arguably much more of a stretch than saying that God created the heavens and the earth.

It is not enough for an atheist to just claim, "*I don't believe it.*" We have all heard it said: "*The believer has to explain the existence of evil, but the atheist has to explain everything else.*"³ My brief explanation is: what would our world be like if evil did not exist? Although not a requirement, the presence of evil can bring about growth. If God showed Himself overtly, there would be no question about how we should act because the consequences would be so obvious. We would all just be programmed, biological robots following precise instructions, without asking any questions. Without the potential for evil, free will could not exist. Allowing for the possibility of evil is a prerequisite.

Believers have a laundry list of examples that point to God's existence, including the existence of *moral law*, the intricacy and functionality of the cell, and our ability to think abstractly.⁴ These are all things that cannot be explained through evolution.

However, where is it written that the "*burden of proof*" has to fall on believers? A strong case can be made that modern scientific discoveries have flipped the tables, and the burden of proof has now shifted.⁵ There is substantially more evidence on the side of the ledger that points to the strong probability that God exists, including the precise fine-tuning of our "*Goldilocks*" universe,⁶ and that scientists have now established that the universe definitely had a beginning.⁷

Surprisingly, every morning, creation is being re-enacted, right before our eyes, in a sequence that follows the *six days of creation*.

*Day one: "Let there be light."*⁸ First you start to see that it's getting lighter.

*Day two: "God called the firmament heaven."*⁹ Then you start to see the dome of the sky.

*Day three: "And the earth brought forth vegetation."*¹⁰ Next, vegetation starts to open up and turns toward the sun.

*Day four: "Let there be luminaries in the firmament of the heavens."*¹¹ Afterwards, you see the disc of the sun.

*Day five: "Let the waters teem with teeming living creatures, and fowl that fly about over the earth across the expanse of the heavens."*¹² Suddenly, birds start chirping.

*Day six: "Let the earth bring forth living creatures, each according to its kind" and "Let us make Man in our image."*¹³ And finally, animals and humans start to wake up.

Is this a coincidence? Wake up and smell the coffee!¹⁴

Footnotes:

- 1) This idea, that everyone believes in miracles, is from a podcast by Rabbi Yaakov Wolbe with Torchweb.org, titled: "Biblical Lifespans and Longevity."
- 2) This estimated number takes into account both animal and plant species.
- 3) This is not a quote that can be attributed to a single individual. The statement summarizes a philosophical debate where believers and non-believers grapple with all the various aspects of existence.
- 4) The list is vast. Some categories (which can be further broken down into numerous subcategories of discussion) include:
 - How our universe is so precisely fine-tuned.
 - The impossible mathematical odds of our reality coming to be.
 - Where does Moral Law come from?
 - How our universe does not follow the 2nd Law of Thermodynamics.
 - Nature and Awe.
 - Seeing God through the complexity of the human body.
 - The logic of what people see in the world all around them.
 - First-hand miracles people have experienced.
 - Previously unknown information in the Torah that appeared suddenly, out of nowhere.
- 5) This idea, *"that the burden of proof has now shifted,"* is from the Barak Lurie Podcast: Theme – We've Met Our Burden To Prove God? July 11, 2025.
- 6) Dr. Frank Turek, in the book, *Elevator Pitches For God: 70 One-Page Essays By Thought Leaders On Why They Believe* said:

"We've discovered in recent decades that our universe is precisely fine-tuned. If any one of a number of attributes were slightly different about our universe, either the universe wouldn't exist at all or it couldn't support life. For example, if the gravitational force were different by 1 part in 10^{40} compared to the strong nuclear force, we wouldn't exist. That's 1 part in 1 with 40 zeroes following it! To grasp that level of precision, imagine stacking dimes to the moon—that's over 238,000 miles high. Now do that across the entire North American continent. Now do the same on a billion more North American continents. Mark one dime red, mix all those huge piles of dimes together, blindfold a friend, and ask him to pick one dime. The chance that he would pick that red dime is 1 in 10^{40} . And that's only one of about a dozen super-precise numbers related to the laws of nature. If any one of them were different, we wouldn't exist."
- 7) Google AI - The concept of the universe having a beginning is widely accepted within the scientific community:
 - In 2003, cosmologist Alexander Vilenkin and his colleagues, Arvind Borde and Alan Guth, published a mathematical theorem (often referred to as the BGV theorem), suggesting that the universe must have had a beginning. This theorem, along with other supporting evidence, is often cited in discussions about the universe's origin. In short, the theorem states that any universe that has, on average, been expanding throughout its history must have had a beginning.

- Cosmic Microwave Background Radiation (CMB): This radiation, discovered in 1964, is considered the afterglow of the Big Bang and provides strong evidence for a hot, dense early universe consistent with a beginning.
- Hubble's Law: Edwin Hubble's observations showed that galaxies are moving away from each other, and the more distant they are, the faster they recede. This expansion, if extrapolated backward in time, suggests a point in the past where all matter and energy were concentrated, essentially indicating a beginning.
- General Relativity: Einstein's theory of general relativity, when applied to cosmology, can describe the universe's expansion from a very hot and dense initial state. In the late 1960s and early 1970s, Stephen Hawking and collaborators showed that general relativity implies a beginning for both space and time.

8) Genesis / Parshas Bereishis / Chapter 1 / Verse 3

9) Genesis / Parshas Bereishis / Chapter 1 / Verse 8

10) Genesis / Parshas Bereishis / Chapter 1 / Verse 12

11) Genesis / Parshas Bereishis / Chapter 1 / Verse 14

12) Genesis / Parshas Bereishis / Chapter 1 / Verse 20

13) Genesis / Parshas Bereishis / Chapter 1 / Verse 24 & Genesis / Parshas Bereishis / Chapter 1 / Verse 26

14) Merriam Webster: The expression "*Wake up and smell the coffee!*" is an informal idiom that means to realize the truth about a situation, especially one that is unpleasant or that one has been avoiding. It encourages someone to face reality and stop deluding themselves.