



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 the website, "My Elevator Pitch for God," Bruce was the co-editor of the book, *My Elevator Pitch For God: Volume 1*, and author of the cookbook titled, *Immediate Chef: No Previous Experience Required*.

Wake Up and Smell the Coffee

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Everyone believes in miracles. The ones that I attest to involve my belief in God. It is perfectly acceptable to be a skeptic and ask questions, but to arrogantly say that people who believe in God have a suspension of logic and are irrational is absurd. ¹ After all, the idea that against inconceivable mathematical odds, matter can come into existence from nothingness, can come to life by itself, evolve into 8.7 million species ² and somehow, we're all here – conscious, thinking and breathing - is arguably much more of a stretch than saying God created the heavens and the earth.

It's not enough for an atheist to just claim, "*I don't believe it.*" We've 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 there were no evil? You need to have evil in order to have growth. If God showed Himself overtly, there would be no question as far as 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 and love couldn't exist. Allowing for the possibility of evil is a prerequisite to both.

Believers have a laundry list of examples that point to God's existence. ⁴ Like the precise fine-tuning of our "Goldilocks" universe, ⁵ the existence of "moral law," the intricacy and functionality of the cell, our ability to think abstractly, etc. 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. ⁶ There's substantially more evidence on the side of the ledger that points to the strong probability that God exists, including 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 comes from the podcast by Rabbi Yaakov Wolbe 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.
 - Previously unknown information in the Old Testament that appeared suddenly, out of nowhere.
 - The logic of what people see in the world all around them.
 - First hand miracles people have experienced.
5. Dr. Frank Turek, in the book, "Elevator Pitches For God" 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."*
6. 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? Jul 11, 2025.
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 Chapter 1, Verse 3.

9. Genesis Chapter 1, Verse 8.

10. Genesis Chapter 1, Verse 12.

11. Genesis Chapter 1, Verse 14.

12. Genesis Chapter 1, Verse 20.

13. Genesis Chapter 1, Verse 24 & Genesis 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.