



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>

You're Here for a Reason!

BRUCE LICHT

I have come to find that if you travel to *Africa* and appreciate the amazing animals in their natural habitats, climb *Table Mountain*, or stand on the edge of *Victoria Falls*...

Or if you cross the *Drake Passage* to *Antarctica* and observe the penguins, leopard seals, and icebergs as beautiful as any piece of artwork...

Or if you travel across *India*, the birthplace of major religions like *Hinduism*, *Buddhism*,¹ *Jainism*, and *Sikhism*, see the historic *Taj Mahal* and visit their spice markets...

Or if you discover the ancient civilization of *China* and walk along the *Great Wall*, go to the *Forbidden City*, see the *Terracotta Warriors* in *Xi'an*, or sail down the *Yangtze River* and pass through the *Three Gorges Dam*...

Or if you traverse the rapid transitions between modern cities, mountains, and beaches of *Vietnam*, with its combination of Chinese, Southeast Asian, and French influences, and its vibrant culture centered on family and delicious cuisine...

Or if you take a trip to *Cambodia* and visit the ancient temple complex of *Angkor Wat* at sunrise, the largest religious monument in the world, or the vibrant floating villages in *Tonlé Sap*, the largest freshwater lake in Southeast Asia...

Or if you make it to the isolated *Galápagos Islands* off the coast of *Ecuador*, unique for their high concentration of endemic species found nowhere else, like giant tortoises and marine iguanas...

Or if you explore *Croatia* and its coastal cities of Split or Dubrovnik, with their blend of Roman, Byzantine, and Slavic influences, known for their remarkably preserved medieval walls that enclose the historic remains of the old towns...

Or if you experience the vast archipelago of islands that comprise *Greece*, the birthplace of *Western civilization*, democracy, and the Olympic Games, with its ancient ruins, like the *Acropolis*, and savor their unmatched Greek salads...

Or if you weave through *Italy*, with its diverse food and wine, unparalleled cultural wealth, being the birthplace of the *Renaissance* and opera, its influence on global fashion and luxury goods...

Or if you get to *Argentina* and experience the mixture of sophistication and tradition with its European-style architecture and cosmopolitan culture in Buenos Aires, called the "*Paris of South America*," or *Iguazú Falls*, one of the largest waterfall systems in the world...

Or if you experience the vibrant culture and technological innovations of *Israel*, understanding its historical and religious significance as the homeland for Jews with the original *Temple Mount*, the birthplace of Christianity, and containing major Muslim holy sites, making it a pivotal location for all three Abrahamic faiths...

And don't get me started about the unmatched beauty of the United States and its people...²

Until you finally arrive at a place where you realize the same God that created this amazing world with its wonders, gifted you with the ability to enjoy them, and decided it wouldn't be complete without you here. Only a divine power could match this marvelous world with humanity's God-given appreciation for beauty and awe. You're definitely here for a reason!³

Footnotes:

- 1) Technically, Buddhism is not a religion, however many say that Buddhism is best understood as both a religion and a way of life (or philosophy) that focuses on personal development, ethics, and understanding the mind to end suffering. Someone can be a Catholic, or follow Islam, Judaism, etc., and at the same time, consider themselves a Buddhist. While Buddhism lacks a creator god, making it nontheistic, it shares religious characteristics like rituals, temples, and spiritual teachings.
- 2) *"O beautiful for spacious skies,
For amber waves of grain,
For purple mountain majesties,
Above the fruited plain!
America! America!
God shed his grace on thee,
And crown thy good with brotherhood,
From sea to shining sea!"*
- 3) The idea for the style of this essay came from:
KeriA1776again (@KeriA): You're here for a reason
<https://x.com/keria1776again/status/1975870076365750553?s=51>