



## Finding USP

We all know the “parable of talents” in **Mathew 25:14-30**.

The master, distributed the talents, as per the abilities of each person. First servant received five talents, second received two and the third received one. We see that the person who received one did not use his talent to multiply whereas other two did.

Before we jump, into the moral of the story, we need to understand what is talent? Even in schools we have talent-shows...now what is it?

In broader sense, it embraces all gifts...spiritual, natural and material. It also includes our natural abilities and resources...it could be health, possessions, money, opportunity etc.

We all are born with gifts. Our LORD has sent us to this world with an USP (unique selling proposition). Like every product has a uniqueness, which the brands highlight, to promote selling for customised needs. For e.g., USP of “Dettol” is antiseptic liquid which kills 99% germs.

Likewise, we too have an **USP (Unique SERVING Proposition)**.

For Product -> Unique Selling Proposition = uniqueness of product is the selling proposition

For Us -> Unique SERVING Proposition = uniqueness of gift is our **servicing** proposition

Being born in a rich family, is also a gift, because they can serve the needy with financial help. Born in a poor family, is a gift too, because they get an opportunity, to know the ground reality, which would help them, to shorten the bridge between, the rich and the poor. Instead of complaining about our existence won't it be better, to spend time, in identifying, the hidden gifts?

**How do we identify?**

- a) Note down all your gifts (spiritual/natural/material) on a piece of paper. As we do in our maths numerical...write down what all is given.
- b) Keeping the given gifts in mind, try and find possible/probable gifts (USP's) which are available and you can build upon. You might land up jotting down more than one gift.

Start using these USP's for serving others which is as LORDs plan. Believe me....the happiness and joy which you experience is immeasurable. Nothing else on earth can give you the sense of contentment. This is the best gift, which you can give in return to God.

**1 Peter 4:10**

**Each of you should use whatever gift you have received to serve others, as faithful stewards of**

**God's grace in its various forms.**

Remember,

What you are, is GOD's gift to you, what you become, is your gift to GOD.

HE looks for +ve ROI (Return On Investment)

Let's return back HIS gifts with interest and dividends serving, as HIS faithful steward.

Shalom to all!

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