

Foundational Material

I learned the following portion of this poem as a very young child. It has served me very well as a teacher, a writer, project facilitator, and workshop leader to remember to include everything necessary in completing projects. Perhaps you learned it, too.

"I Keep Six Honest Serving Men ..."

I KEEP six honest serving-men

(They taught me all I knew);

Their names are What and Why and When

And How and Where and Who.

~from R. Kipling's Poem, "The Elephant Child"

While all six of these honest serving men are necessary, the order they appear may differ than the poem. In this course, we will cover all six of them; however, the "how" will constitute the majority of the course.

Learning Objective:

When you finish this particular segment of this course, you will have an understanding of all the serving men but "how."

WHO

Let's start with the "who." Actually, in the case of a veterinarian, you really have four "whos".

1. You - your skills, your clinic, your abilities, your love for animals, your living. You went to school for a very long time to get your training

and to open your clinic.

2. ?

3. The animal you are treating - These are the ones you use your medical expertise on. However, they usually do not take themselves to your clinic. And, they never pay your bill. Never.

4. Your competition. Other available clinics that provide the same services you provide.

So, who is that mystery **# 2 who**?

The owner of the animal. They not only decide WHO they are going to bring their animal to, but actually either bring the animal to you or call you to come to the animal. And, they are the ones who pay your bill.

We are going to concentrate on this WHO - the owner of the animal. They have an "owie" that needs kissing. Perhaps it's a new puppy or kitty. (Let's just keep it simple - I know you probably treat other critters, but just apply everything regarding dogs and cats to all the other critters. Okay?) Maybe, their dog or cat is sick. Maybe it was injured or diseased and needs surgery. Maybe it needs spayed or neutered, a passport checkup, a health certificate, vaccinations, medications, dental work, and a myriad of other "kisses" you offer. You can fix their "owie."

Yes, there is no doubt that the # 1 who (you) is the right person to take care of the # 3 who (animal).

The question then becomes: Can the animal owner (# 2 who) find you (# 1 who) or will they find your competitor (# 4 who)?

They will find someone. They have a problem (“owie”) and they will locate someone to solve it (“kiss it”).

Enter the electronic age of computers, tablets, cell phones, watches, and who knows what else. A lot of folks no longer even have home phones nor phone directories. They look on their home computers and mobile devices. Everyday, the mobile devices become even more important than the day before.

Here’s where we pick up the WHERE of the six serving men.

If the # 2 Who (animal owner - also known as the bill payer) looks online, and 90% of all local shoppers (including animal owners) look online first (according to TMP/comScore) then those who are there are the ones found. It has nothing to do with training or experience or appearances. It has everything to do with “who do they find.”

Let’s break the major “WHERE”, which is online, into a few other “wheres.”

The following is a screen shot I took of a search for the most popular search engines online in April, 2015. The site is www.ebizmba.com/articles/search-engines.

The screenshot shows a web browser window with the URL www.ebizmba.com/articles/search-engines. The page header includes the eBizMBA logo and navigation links. The main content area is titled "Top 15 Most Popular Search Engines | April 2015" and lists the following search engines with their respective statistics:

Rank	Search Engine	eBizMBA Rank	Estimated Unique Monthly Visitors	Compete Rank	Quantcast Rank	Alexa Rank	Other Info
1	Google	1	1,100,000,000	1	1	1	April 1, 2015.
2	Bing	15	350,000,000	5	19	22	April 1, 2015.
3	Yahoo! Search	18	300,000,000	*8*	*28*	NA	April 1, 2015.
4	Ask	25	245,000,000	14	31	31	April 1, 2015.

The most popular search engine in the world is Google. They have over 1,100,000,000 searches a month.

The second most popular search engine is Bing. They have 350,000,000 searches a month.

The third most popular is Yahoo. They have 300,000,000 searches a month.

The fourth is ASK, which has 245,000,000 searches a month.

To put things into perspective, we have a little chocolate video that I want you to watch then we'll come back and talk about why we will only concentrate on the biggest: Google