



Learn, Churn, and Earn  
Interview with Dr. Marty Becker ~ WWVC Keynote Speaker

WWVC caught up with Dr. Marty Becker, America's Veterinarian, before one of his *Good Morning America* segments to ask him about his upcoming keynote at WWVC's Opening General Session on Thursday, October 14 at 5:00 p.m. Below are excerpts from that interview.

As a veterinarian for more than 30 years, Dr. Becker has worked with countless patients and clients. He is a frequent guest on TV and is the resident veterinarian on the Dr. Oz Show. Dr. Becker is co-author of the fastest-selling pet book in history "Chicken Soup for the Pet Lover's Soul" and has authored or co-authored more than 20 top selling books.

*WWVC: The title of your keynote – "Every Practice Has a Road to Riches" – can you describe that?*

Dr. Becker: Most veterinarians go through similar stages in their career and in their life. Let's call those three stages learn, churn and earn. In the "learn" stage, you are studying in veterinary school; in the "churn" phase, you might be building a family, making mortgage payments and establishing your practice. In the "earn" phase, you are in the earning phase, accumulating wealth. Along the way, on your road to riches, there are signposts and detours.

Too often, we're travelling on one road which focuses on science and medicine. In fact, to be on the road to riches, you need to travel on two, parallel roads. The other road focuses on the emotional and soul side of your practice and understanding the human/animal bond. Every veterinarian should celebrate that unique understanding. That "affection connection" is the source of real energy to help your practice grow.

*WWVC: How can a veterinarian get on that "other road" you describe?*

Dr. Becker: All of us have attended – or participated in something – and come away changed. Maybe your business is down – or a new practice is opening nearby. Or maybe that new technician at your practice is proving to be better than you had imagined and you're humbled by that experience. Or maybe you attend a great learning and networking opportunity like WWVC and it dawns on you....that *this* is the right moment for change.

Travelling on that other road won't cost anything; just change what's between your ears. Financial success and emotional wealth comes from loving what you do. And you'll find that it doesn't cost anything to share emotional wealth; it's contagious in the best possible way.

*WWVC: What are the elements of a successful practice?*

Dr. Becker: Too often, we see an incredible facility or read about a beautiful hospital and think that the practice *must* be successful. But we need to emphasize and nurture the day-to-day magic of a practice and not just its physical space.



Rather than focus on the mechanics of medicine, focus on the finesse of emotion. When you understand the emotion -- the human/animal relationship -- take the time to celebrate, protect and nurture it. That's when the day-to-day magic happens.

*WWVC: What are some things a veterinarian can do to create that "magic?"*

Dr. Becker: Some of the most highly effective tools you can use to build and generate enthusiasm within your practice and build a strong bond with your patients and clients are the "little things." For example, take the time to find out the pet's name (How was that name selected? Who selected it?) Knowing the pet's name -- and the story behind it -- will help you build that bond (and remember the name!).

Empathy is an important component of any veterinarian's practice. Once you understand that your client didn't sleep last night because she was worried about her animal -- or her animal was up all night -- once you take the worry from your client, the "magic" will happen. While it may be difficult to evaluate the quality of medicine, it's easy to evaluate the quality of services.

*You can hear Dr. Becker share more strategies on how Every Practice Has a Road to Riches when he keynotes the Opening General Session of the Wild West Veterinary Conference on Thursday, October 14 at 3:30 p.m. in the Reno Ballroom*

*"Over the years, Dr. Becker has traveled many different roads as a veterinarian, said Daniel S. Aja, DVM, Director of Professional Affairs, Hill's Pet Nutrition. "At the Wild West Veterinary Conference Opening General Session, Dr. Becker will share some of his unique insights, gained from his experience and expertise in many facets of veterinary medicine. As a long-time partner of WWVC, Hill's Pet Nutrition is very proud to sponsor Dr. Becker. He embodies our mission at Hill's: To help enrich and lengthen the special relationships between people and their pets," said Aja.*