

A real problem. Real people. A real solution. In real time.

A Real Problem

What's one of our most important life tools? Our hands. We take for granted how much our hands really do for us. In 2013, Musculoskeletal disorders accounted for 33% of workplace injury and illness cases. Of the REPORTED full time workplace cases, 16,000 people were without work due to Carpal Tunnel Syndrome in 2013.

Painful hand and wrist conditions of tendonitis, tennis elbow or De Quervain's thumb, could lead to carpal tunnel symptoms gradually by overusing,

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over-stressing and over-stimulating the musculoskeletal system.

Real People

With a diagnosis of Carpal Tunnel Syndrome, company founder Cathy Cohen became one of the many people whose work and life changed dramatically. She believed her life as a massage therapist would have to end. "When I was diagnosed with Carpal Tunnel Syndrome and tenosynovitis, I was stunned," she says. "I'm the ex-

pert! This can't be happening to me!" With acceptance, her days became consumed with research, product trial (and error) and appointments with all sorts of healthcare providers.

A support team developed with her accountability partner and ally, Dr. KT Love, who helped and motivated her to solve her problem without surgery. And to develop a program that could inspire others: the birth of CarpalTunnelCoaching.com.

A Real Solution

Carpal Tunnel Syndrome can be prevented, corrected and fixed. Carpal

Tunnel Coaching is an easy-to-follow, researched, online video course. It also includes what carpal tunnel syndrome is, how to prevent and correct it, interviews with doctors and experts in the field, and tools for good hand and wrist health.

Carpal Tunnel Coaching has already helped numerous people since its debut at the end of 2014. In 2015, good health is coming to cell phones, tablets, and anywhere else internet access is available.

— For more information, go to CarpalTunnelCoaching.com.

Great entrepreneurs learn to be great speakers

Earlier this year, I began to feature the "Top 7 Characteristics of Great Entrepreneurs." This month's article delves into item #2 of those characteristics which states: observe what other speakers do. This is a powerful characteristic along with the others. As a quick recap, here are all 7 characteristics which are vital to implement in Southwest Florida's competitive business market.

Top 7 Characteristics of Great Entrepreneurs:

1. Have passion for what you do and in getting your message out regarding your product or service
2. Observe what other speakers do
3. Speak from the heart and become comfortable with public speaking
4. Tell stories that provide a connection with customers and clients
5. Know the three V's of communi-

cation – vocal, visual, verbal

6. Build a team of trusted advisers
7. Utilize the media to get your message out

In order to be a great entrepreneur, you must get your message out. One of the best ways to get your message out is to be a great communicator and speaker.

So, how does one achieve becoming a great speaker? Well, it takes practice, a willingness to consistently self-improve and a desire to constantly learn from other speakers.

As far as practicing, plan time to do run-throughs of your talk. Prepare for what questions maybe asked. Rehearse your responses to anticipated questions.

As a part of your willingness to consistently improve, consider audio taping or videotaping yourself prior to your presentations. Evaluate. Keep what you like. Change what is



BY LINDA BLACKMAN

Guest Columnist

If possible, during your talks, audio-tape or videotape your speech as well. Then review it with a critical eye. Note what went well and what should be corrected.

Learning from other speakers – what they do right and wrong – is guaranteed to help put you at the top of your speaking game. Take notes of what other speakers do that you like and don't like.

necessary.

Bear in mind that it is essential to deliver your message with what the audience wants to hear as well is what you know they need to hear.

Take notes on when audiences laugh – a great source of connection. Incorporate the best of what other speakers do into your presentational style. One of my clients listens to motivational speakers to pick-up on their delivery and timing.

So, the bottom line here is to use the above tips and work with a qualified professional to quickly catapult yourself into becoming a great speaker. For the next five columns I will share with you in greater depth characteristics 4 – 7 of great entrepreneurs.

Here's to your speaking success!

— Linda Blackman, a Certified Speaking Professional, is a former TV news anchor, reporter and talk show host. Linda provides consulting and training for public speaking, handling the media, crisis communications, selling more effectively. Reach Linda at (239)777-1776, www.LindaBlackman.com

Entech is a SWFBT 'Company to Watch'

Entech has been serving small- and medium-sized businesses in Southwest Florida for 17 years, providing IT consulting and managed services. Over the last few years, the company has gained acclaim for the results it has achieved in technology innovation.

In 2014, Entech received Microsoft's Champions Club designation

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for its work with cloud solutions. It was also named as one of the companies on CRN Magazine's Next-Gen 250 list, which recognizes IT managed services providers that are focused on emerging technologies.

Entech's client list includes Scott

Fischer Enterprises, one of the largest Harley-Davidson retailers in the nation; Canterbury School; Deangelis Diamond Construction; and Raymond Building Supply, just to name a few. It also partners with nonprofit organizations such as Junior Achievement of Southwest Florida, SWFL Community Foundation, Lee BIA, Edison Ford Winter Estates and the

Dr. Piper Center for Social Services.

Recently, Entech launched its business cloud services, business continuity solutions, and has been rapidly growing ever since – with a 25 percent revenue increase last year. Entech is now in a position to bring its model to other markets for further leverage and to benefit businesses nationwide.

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