

Selby Ink

Pitch Points for Sue Ingebretson and *FibroWHYalgia*:

1. *FibroWHYalgia* is action oriented. The message is “what is the next step?” and “what do I need to do to take that step?”
2. *FibroWHYalgia* offers a complete how-to-kit. Ingebretson includes tools for the body, mind and spirit, from nutrition to exercise, from attitude to behavior.
3. As Ingebretson shares her story she moves from hopeless to hopeful. With wit and compassion, she consistently points out the opportunities to choose hope over despair.
4. ‘I didn’t know I could do it, and yet I succeeded despite all odds.’ Sue has done this many times in her life; as an entrepreneurial child, by reclaiming her health, gathering her credentials, and writing and selling her book. For Ingebretson it is natural to be tenacious, do the research, take the steps, while holding a vision for other’s wellness.
5. Ingebretson states “I tell everyone that I’m thankful for my chronic illness and know that I wouldn’t have learned the lessons I needed to learn any other way.” Although Sue feels she is simply a vessel for this information, the truth is that she is a great role model for all who seek better health.
6. In her seminars and talks, Ingebretson offers faith and a spiritual foundation to empower women to find the health answers for themselves. She encourages others to embrace their God-given abilities to live a life full of purpose as well as health and vitality.