

For Immediate Release

Contact: Angela Shipp, info@bluehealerdiary.com

Chronic illness created my business

Diagnosis doesn't have to mean giving up

Woodstock, GA. – July 23, 2009 – Publishing has always inspired me. I was ecstatic when a poem I wrote was published in my school's literary arts book. I wrote short stories I was sure would become novels. I designed family newspapers from craft paper and colored pencils.

So it was no surprise when I graduated from college with a degree in publication management and landed a job in corporate communications. I was 22 and was newly diagnosed with a digestive illness. I was trying to get back on my feet after learning that I had ulcerative colitis, an inflammation and ulceration of the colon. While I had given up hope on having a normal healthy life, the desire to be creative remained. I had a drive to help others who were in my situation but I didn't have the maturity or tools to make anything happen. Sure, I put some things on paper and had a false start or two. And then life happened.

I became active in the community and mentoring, taking on a closet-full of hats. I was passionate about helping others and began saying "yes" to every opportunity to get involved. I was recognized for my accomplishments with awards, but I was overextended. Going to work every day when I lived with fatigue, fear about the next relapse and the guilt I felt when my illness forced me to miss work or volunteer duties were my biggest challenges yet. Although I kept a calendar to prioritize my professional duties, my social calendar was even stressing me out and making my condition relapse!

Ten years had passed since my diagnosis and I still aspired to help those struggling with the same illness. And now I had the skills to make it happen. Throughout countless tests, medications and treatments I had developed a calendar to track symptoms, medication and more. Because my health journaling helped my specialist guide my care and helped me organize my life, I decided to design a version that others could use. I wanted to share my method of health journaling with others who were facing chronic illness.

It took sixteen months from my "aha" moment until I had the finished product in my hands. I wrote a business plan and asked family and friends for advice. I researched the library and Internet to see what my competitors were doing, and I learned how to protect my intellectual property. I designed draft after draft of my book and asked a friend to design my logo. I trademarked my product name, without the help of an attorney and pitched my idea to a few publishers.

-continued-



Publication date:

2/2009

ISBN 978160264288-1

\$17.95 Softcover

168 pages

AUTHOR
AVAILABLE FOR
INTERVIEWS.
IMAGES, EXCERPTS
AVAILABLE

Contact:

404-274-2833

info@bluehealerdiary.com

Finally my first official copy of the book from my publisher arrived in the mail. I can't tell you how gratifying it was to hold my book in my hands for the first time, and how proud I felt for following through despite many obstacles.

Fourteen years ago when I received the colitis diagnosis I could have given up and let feelings of unworthiness when I couldn't keep up take over. Instead, I took the opportunity to create something of which I can be proud, and that has the potential to help others realize that despite living with a chronic illness they can conquer any challenge and live life to the fullest.

About bluehealer® diary

Do you want to know what you ate before you became violently ill? Or did you notice that your chronic condition became worse during allergy season or periods of high stress? A health journal is an easy way to keep track of scenarios like these. It can help you understand what makes you sick, how to take care of yourself, and how to keep yourself healthy. That's what makes the bluehealer® diary unique. Track not only daily work and family activities, but also exercise and health events on one page, all at-a-glance. By doing so you can bring order and peace to your life and even make a connection between daily activities, stress and your health.

Because of the flexibility to customize the columns as well as the inclusion of health journaling options, the bluehealer diary is perfect not only for those who have a chronic health condition, but also for working moms and stay-at-home moms. Take control of your life and your health with the bluehealer® diary, an effective way to stay organized and on schedule while tracking symptoms and medication related to health and chronic illness.

About the Author

Angela Shipp has learned to balance a hectic career and busy social calendar while staying healthy and organized at the same time. She is the author of bluehealer® diary, a personal command center for family schedules and health journaling. The bluehealer® diary can be found at www.bluehealeradiary.com.

The bluehealer® diary is published by Virtualbookworm.com Publishing, one of the most established POD publishers in the industry, having been in business since 2000.

###