

#### Avatar:

Isaac, 20-25, is a basketball athlete who suffers from jumper's knee. (Patellar tendonitis, an inflammation of the patella tendon). He is currently experiencing pain when doing basketball, especially explosive movements, and it's hurting his performance. He is looking for a way out of this but can't seem to find any solution to the injury.

#### Current State:

Isaac is having troubles with his performance because of jumper's knee issues where his knee is currently in pain when doing basketball movements. Rest is not helping his case and he has no clue on what to do in order to heal from this injury. Isaac is also deep in trouble where he is not getting any playing time from his coach in a tournament and it's crushing him because basketball is his favorite sport. If he only found a way to be rid of this pain his performance would definitely improve.

#### Dream State:

Isaac's knee is no longer in pain and he can move more efficiently and his performance has gotten better in basketball. He is also getting more playing time because he has become more efficient to the team and he is able to contribute in a special way. Isaac's jumper's knee is completely healed and when he jumps, sprints, and changes direction swiftly, he does not feel any pain his movement is smooth.

#### Roadblock:

Isaac does not have any solution for his jumper's knee and he tries to rest it which does not work because according to E3's video Jumper's knee, rest won't make it go away unless they also work on movement function with the knee. So resting while not working on making sure you can function over time will not solve anything. There has to be an exercise in which you'll be able to train your body to move better as well.

#### Solution:

He has to undergo a rehab process in which the goal is to restore movement function over a period of time. So if he has 3/10 pain in his knee in a month running a mile, but the level of pain after 2 months is still 3/10 while running 3 miles this time means that he is progressing in rehab. The goal is to make sure he can do more without the pain increasing.

#### Purpose of Copy:

The purpose of this copy is to entice people with this knee injury to the knee resilience program from the email list. So that they will be intrigued to go check out the sales page of this program and act on it to get better.

Email

Subject Line: Jumper's Knee Fix: The Simple Prescription To Restore Athleticism

Hey there Isaac,

Urgently looking for ways to heal your knee injury and play basketball again?

You race to find a way to block those shots again and send them flying to the stands like a true RIM PROTECTOR!

Then from defense to offense, in true superstar fashion, you go coast to coast swiftly blowing by the defenders with pure ease!

They can't keep up with your quick change of pace which breaks ankles all day, but all this has halted as you are currently in conflict with an injured knee.

Your knee pain gets worse every time you do physical activity, and resting doesn't help. This makes you wonder how to escape this terrible situation.

Start here with a process that aims to improve knee movement function without putting it through loads of stress. This ensures that the pain won't get worse over time.

To correctly apply this method, click the link below and get back to athletic shape ASAP!

[Remove persistent knee pain and become that star once again](#)