

EMAIL SAMPLE-opt in

Subject: I couldn't believe I was actually standing there again...

Hi, _____,

It's Evan from _____, and I want to share a great story with you, about one of my first days back on skis this year.

It was a perfect day—with fresh snow and sunshine. I rode the big 6 seat chairlift to the top, and as I skied off, it got me thinking about where I was a year ago. I almost gave up skiing and hiking because my right knee had gotten just that bad. Maybe this sounds typical for anyone who is middle aged and used to being active—we all have aches and pains, right?

Like most of us, my aches started years ago. Running, hiking, skiing were the culprits, but I loved my culprits, and didn't want to slow down. Over time, the sass from my knee became a constant whine, as the cartilage slowly disappeared. My gait changed--first my jogging gait, then my walking gait. I could feel the joint grinding at yoga, or even just getting up from a seat. I gained weight. Then, like many of you, I tried all the usual things...

I complained to my doctor. He sent me to physical therapy, some of which was helpful, but it doesn't grow cartilage.

I considered injections, all kinds of injections.

I bought CBD cream.

I tried to lose weight. Sound familiar?

I was really spinning my wheels in the mud. The last straw was trying to ski early last year, and I could only turn right. Try skiing a full run where every turn you make is in ONE direction! Kinda like driving a car down a curvy mountain road without power steering. When I got home from that trip, I was feeling really low.

I started researching online, and collecting recommendations for orthopedic surgeons. Eventually, I found a great surgeon with a wonderful track record, and went for a consultation.

Long story short, my excitement about skiing this winter really got underway last spring - with a total knee replacement. And just like that, I'm back out there. Now, instead of wondering which thing I won't be able to do next month, I'm

getting my ski legs back, and thinking about which trails I will be hiking this summer. I wish I had done this sooner...

But what about you? Are you moving slower in the morning? Groaning to pick up groceries? Having trouble with stairs? Changing or eliminating favorite activities? Depressing, isn't it?

Whether it's your knees, back, hips, shoulders, or even your feet, you can spend hours scouring websites, trying to find the magic bullet. The sheer number of options are enough to send you to the couch with a bowl of ice cream or a glass of wine. Or both.

For me, total knee replacement was the solution. For you it could be much simpler. And what if you could get pointed in the right direction, find the right options and resources--all in one place? Well, now you can...

Ready to get on *your* road to recovery?

Go here for more information and join our email list for resources and updates. (Insert link to sign up for Joint Resources email letter here.)

And you thought there was only one kind of "joint" news in Colorado...

See you on the slopes!

Evan