

Sample of web copy written for sports therapist, Kelvin Perry

Audience: B2C – The objective was an informational, persuasive site that explains how sports therapy works, and all the conditions it can treat in addition to sports injuries.

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You don't have to be an athlete to benefit from sports massage and sports therapy

As a specialist sports therapist and sports masseuse, I see people from all walks of life who want long-term relief from muscular pain resulting from injury, poor posture, emotional stress and repetitive activity at work or home.

Too many of us learn to live with muscular conditions that affect our performance and overall sense of well-being. But putting-up with pain isn't necessary. Using specialist massage therapies my unique treatments aim to permanently relieve tension, improve performance and rehabilitate injured muscles, safely and naturally.

To get un-knotted for good, call 0750 5805288 or request a call-back.

<About muscle conditions>

Why seek treatment?

It's important that you don't ignore pain or discomfort in your muscles because the problem is unlikely to go away on its own. It may even get worse, referring pain to other muscle groups that are struggling to compensate.

And while light massage and relaxation techniques may help in the short term, they rarely treat the underlying cause or bring-about a permanent solution.

Sports Therapy employs specialist techniques that treat the underlying causes of muscle tension, bringing about lasting relief from your discomfort.

So don't let tight muscles or muscular pain keep you back from fulfilling your full potential whether on the sports field or at home or work. Call 078 9900 2786 or request a call-back to discuss how I can help.

Understanding muscle conditions

Muscles are made up of lots of fibres that are held together in bundles. These fibres are activated by the brain, which sends electrical impulses to each muscle fibre via the nerves, causing the muscle to contract or lengthen in order to move the related joint.

With over-use, injury or incorrect posture, the fibres and connective tissue around the muscle can be torn or damaged. Fluid will seep out of the torn fibres, causing localised swelling.

The individual fibres of the muscle, which are normally free to glide, will stick together and cause pain and irritation at the slightest contraction of the muscle.

How can sports therapy and sports massage help?

Manipulating muscles (i.e. stretching, kneading, compressing using deep tissue massage) warms them up, allowing the sports therapist to use specific techniques to separate muscle fibres and break down 'knots' (scarring). Separating the fibres improves blood circulation allowing the correct amount of nutrients and oxygen to reach the cells.

This process is vital for recovery and keeping muscles in good condition. In fact, deep tissue massage is the only way to realign and remove scar tissue. Learn more about the conditions I treat here.