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BASKETBALL TARGET SCORES BIG WITH PLAYERS

Waterloo Man Designs the Right Answer for Improving a Player's Shot

Waterloo, IL, February 26, 2018— Craig Crosson isn't an inventor — at least not in the classic sense.

As plant manager at an injection molding plant in St. Louis, he spends most of his days bringing *someone else's* ideas to life. But when he came up with the concept of **The Right Answer** last spring, he knew he was onto something.

The Right Answer is a shooting aid for basketball players that Crosson began designing after asking a very simple question: *Where does a player aim when he/she shoots?*

Crosson was surprised to learn most players don't have an answer to this question — or if they do, it's not very precise.

Some aim for the front or back of the rim.

"In that case — if you think about the mechanics of it — they may end up with a rebound opportunity, not a basket," Crosson noted.

Others aim for the entire rim. The drawback there, Crosson said, is "that's a huge target in a sport where you don't have much room for error."

Crosson wanted to design something that would act as a crosshairs, if you will, for shooting a basketball.

He turned to his 25 years of experience in manufacturing parts and came up with a product that is convenient to use, inexpensive and — most important of all — highly effective.

The Right Answer is a small plastic disc that affixes to the back of the net, using a broom handle or any similar household item. There is no need for a ladder, unlike with many other products on the market.

The Right Answer allows the shooter to instinctively use the correct arch, to get the ball over the rim to hit the target.

“The Right Answer is where everybody should be aiming when shooting,” Crosson said. “This gives the player improved focus and allows them to build their shot making percentage to a point where they can make the perfect shot every time, hitting nothing but the back of the net.”

Crosson’s motivation for designing this product grew from his respect for the sport and its players.

“I know how much extra work and time it takes to try to improve one’s game,” he said. “Sometimes in a player’s unrelenting effort to improve, new tools and concepts need to be tried. I believe this product will create immediate, positive results for players.”

Crosson’s love of the sport spawns from his early days playing basketball with his dad in the driveway of their Waterloo home. He played grade school ball and continued through high school, where he had a coach who made a lasting impact.

“I believe strongly that my high school’s basketball coach is a major reason for me getting to where I’m at today,” Crosson said.

So, of course, when Crosson wanted to give his new product a test drive, he went straight back to that high school coach.

“He thought it had great potential,” Crosson said. “He right away thought of a player he had a year ago who was struggling with his shot and could have benefited from it.”

Crosson also floated the product by youth league coaches and parents. He was met with more positive feedback.

That’s when The Right Answer, which is patent pending, was born.

The product costs \$12.99 and can be [purchased on Amazon.com](#). A [product demonstration](#) is also available on YouTube.

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If you would like more information about The Right Answer, please contact Craig Crosson at 314-348-4185 or email at xnent1@gmail.com.