How Would You Improve Raw?

The ratings are down again this week and so I'll throw the title question out to you: how would you make Raw more exciting/better?

My theory: Make the show more cliffhanger based. There's almost no reason to watch from one week to another unless you already watch the show. When you think about it, when is the last time you saw a Raw end where you had to tune in the next week to see the next part of a story? Everything is self-contained anymore and it's like they're starting from scratch every week. I'm not saying have it turn into Nitro with everything being a cliffhanger where you have to TUNE INTO NEXT WEEK'S NITRO TO FIND OUT, but make it more than so and so stands tall to end the show. That gets really boring really fast.

Oh and stop talking about Twitter and promote your shows.

Your thoughts?