

Detailed Thoughts On Lesnar's Return

So last night Brock Lesnar returned to the WWE after an eight year absence. I didn't really say much about it due to the sake of time, so here are a few more thoughts on it. This is a huge deal for WWE as it brings in a new set of fans in the form of UFC fans who watched Brock rampage through the organization for a few years. It's pretty clear that's the main idea behind this and there's nothing wrong with that. This broadens the fanbase a little as a lot of UFC fans are old wrestling fans that got tired of the way the product was going and jumped ship. There aren't many ways to get them back other than to take some UFC talent, and that's what they did here.

Storyline wise this opens up a lot of doors, as Lesnar could feud with anyone from Rock to Cena to Punk to Undertaker and have some excellent matches with them. Lesnar allegedly has signed a one year deal and should appear about every two weeks, which is more than enough to keep people watching instead of the way Rock did it, where he'd show up about once a month for the majority of a year. Lesnar offers something fresh but familiar, but most importantly with Brock is he could have a lot left in the tank.

This is something I find important: Brock is only 34 years old. By comparison, Sheamus is 34, Orton is 32, Punk is 33 and Cena is 34 (35 before the end of April). No one would call any of those guys over the hill, and Brock is a brand new name to a large portion of these fans. If WWE can convince him to stay a little longer than the contract he has, there's a lot of potential to get there.

With Lesnar only appearing every few weeks, it keeps him fresh while still keeping him familiar, which is very important.

One of the reasons Cena became unpopular was because he's always on TV. One of the reasons Rock stays popular is he's rarely on TV, but at the same time he was away enough that he lost some of his luster. Getting a ground in the middle is a very nice touch, and most importantly you can still push stories without him there every week.

That brings us to the most talked about topic: what is Lesnar going to do? Well last night he attacked Cena, but the problem is where do you have that match go down? I really wouldn't like to wait four months for Summerslam for their showdown. That being said, for the life of me I can't see this match happening at Extreme Rules. You also have to throw in the wild card of The Rock, who Cena wanted to see last night before he took the F5. It seems that they're leaving the door open to decide what they're going to do, which is in contrast to last year where they announced the main event of the big show a year in advance, which to me wasn't the greatest idea. This leaves them some options, which is a very good thing for them.

Overall, Brock is a huge coup for WWE as they needed something to bring in some old fans since Rock is probably not going to be available full time. That being said, they need to treat Brock as well as they can. WWE needs Lesnar WAY more than Lesnar needs WWE, so do whatever he likes. he's not going to return full time because he doesn't need to, so use him sparingly and in the right places. Him vs. Cena is a dream match, but I don't know where they're going with Cena at this point as I don't see the point in having him beat Lesnar. That's the fun part about this: it's not clear at all where it's going, which is the best thing you can have in wrestling.

Thoughts/predictions?