

# Thought of the Day – WWE Feuds Are Like Energizer Bunnies

This is something that's been around for awhile but it's getting worse. On Raw, Orton beat Del Rio in a 2/3 falls match. Why did this match happen? Orton already beat Del Rio in a one on one match and again in a falls count anywhere match. It's been established that Orton is superior, so why is the feud continuing? The same is true of the Sheamus vs. Del Rio feud from a few months ago. Sheamus beat him clean more than once but the feud just kept going. That's one of the big problems WWE has right now: nothing feels like a blowoff match. It feels like the last match that happens in a feud. It's like a movie with no real ending but rather a point where it just stops. That's not good storytelling.