

Thought of the Day: It's Too Easy Sometimes

I saw this in a column and it got me to thinking. Back in 2007, Cena injured his pectoral muscle and said he would be out at least past Wrestlemania. Cut to MSG at the 2008 Royal Rumble. #30 is on the way and it's.....John Cena. The crowd LOSES IT and it's one of the most genuine surprises in wrestling history. This fooled marks, smarks and everyone in between. What was the great solution to this?

Cena lied. He had been posting on Twitter about how he was going to be gone for months and wanted to be in the Rumble....and then he was. Why isn't this tactic used more often? Why do so many stories and angles have to be based on what's really going on? Lie to us WWE. You would be amazed how much stronger people will react when they're genuinely surprised.