

Thought of the Day: It's The Story, Not The Characters

The Divas are teaching me something. AJ vs. Kaitlyn started out as a feud I had zero interest in and that I usually rolled my eyes at. Over time though, the story has won me over. I still don't care about Kaitlyn, but I care about how she's been abused and made fun of and I want to see her destroy AJ because of it. It's the first story in the Divas division in months if not years and it's working like a charm. Think about it: how many times has the Divas Title match been set up by a one off #1 contenders match or a lame battle royal? Now how many times has it been because of some personal issue? Which do you care about more?

It's the story that sells the feud.