

2013 Awards: Promo Of The Year

We've got a few options here but a handful stand out about others. First up is Mark Henry retiring. This worked for one reason: I bought it. I totally believed he was done and was actually sad to see him go. I didn't think he had a chance to win the title at the PPV, but this worked perfectly for the time being. Unfortunately it led to a one off match and Henry is a smiling face again.

Second and the runner up is AJ Lee vs. the Total Divas. As someone who watched every episode of Total Divas (good looking women in small outfits being completely over the top in a fake scripted show with wrestlers making cameos? You couldn't sign me up fast enough), I was literally cheering for her as she ripped that show limb from limb. The problem again here is the follow up. WWE relied on the idea that the fans were going to like the Total Divas, even though AJ has run circles around them (literally at certain points). AJ is portrayed as the heel here and that just doesn't work, especially when AJ has mauled them at every opportunity.

This brings us to the winner: CM Punk vs. Paul Heyman after Money in the Bank. Here's why it worked: it had a history, it had logic, it had hatred, and most importantly of all, it was leading up to a professional wrestling match. CM Punk vented his frustration against Heyman, swearing vengeance against Heyman for costing him the world title. The obstacle in Punk's way: the Beast Incarnate, Brock Lesnar. This was setting up David vs. Goliath, but Goliath was standing in the way of David's real target. That's wrestling in a nutshell people, and you had two of the best out there talking about it, and that's why it's the best of the year.

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