

# Thought of the Day: Everything Turns, Turns, Turns

People say this is the solution to so many problems, but it doesn't make sense when you think about it. So the solution all the time is to just turn the guy heel or face. The problem with that is very simple: if they're doing the same boring stuff over and over again but to the other half of the locker room, it's only going to make them interesting for a few weeks. You have to change the character itself for there to really be any difference. It's like saying the wood in your house is rotting so let's paint it to make things better. If you don't change what's wrong inside, just switching its direction isn't going to fix anything long term.