

Thought Of The Day: Not Being Calendar Marks

It's why Roman Reigns has worked so well.

Roman Reigns won the Universal Title back in August and there is no reason to believe that he isn't going to be losing the title anytime soon. It's pretty clear that he is going to be champion for several months and that creates a problem: what is he supposed to do until then? Smackdown doesn't have the deepest roster in the world and you have to have a big title defense every month....at least in theory.

One of the best things that WWE has done in recent weeks is have Reigns defeat Jey Uso in a few pay per view matches which were designed to advance the story rather than have any challenge for the championship. That worked out so much better because there was no need to have Reigns devour someone as a token challenger. Was anyone needing to see Reigns vs. someone like Rey Mysterio in a match with no drama? Going with the completely different way of doing things is smart as well as a breath of fresh air, but it also saves their limited big matches for later.

Again: WWE knows how to fix problems, but they just don't do it often enough. Do more of this kind of thinking and see how much better things get.