

# Thought of the Day: Perception Is Reality

There has been a lot of talk lately about Antonio Cesaro's position backstage and how he hasn't been pushed anymore because he's considered boring. This can be attributed to the WWE Creative team. Again. Let's see: he held the US Title for months on end and rarely got to defend it, he lost far more often than he won as champion, and once he lost the title he became a yodeler. That was the major gimmick of the guy who was put in the main event of Tribute to the Troops to face John Cena: He yodeled.

Why in the world would the fans care about this guy? He was treated like any other jobber and the fans stopped caring about him. Cesaro wasn't the biggest star in the world, but he puts on solid matches and plays the smug foreign heel to perfection. There's money in that kind of a character and there has been for years. The solution from WWE's creative team? Make him a yodeler.

The same thing happened with Ryder. He was over with the fans so the WWE crushed him for whatever their reason was that time. Presumably because he got over against the company's wishes. I mean, why would you want to make money off a character who has done the hardest part of the job for the writers: making the fans care about him.

It's a self fulfilling prophecy.