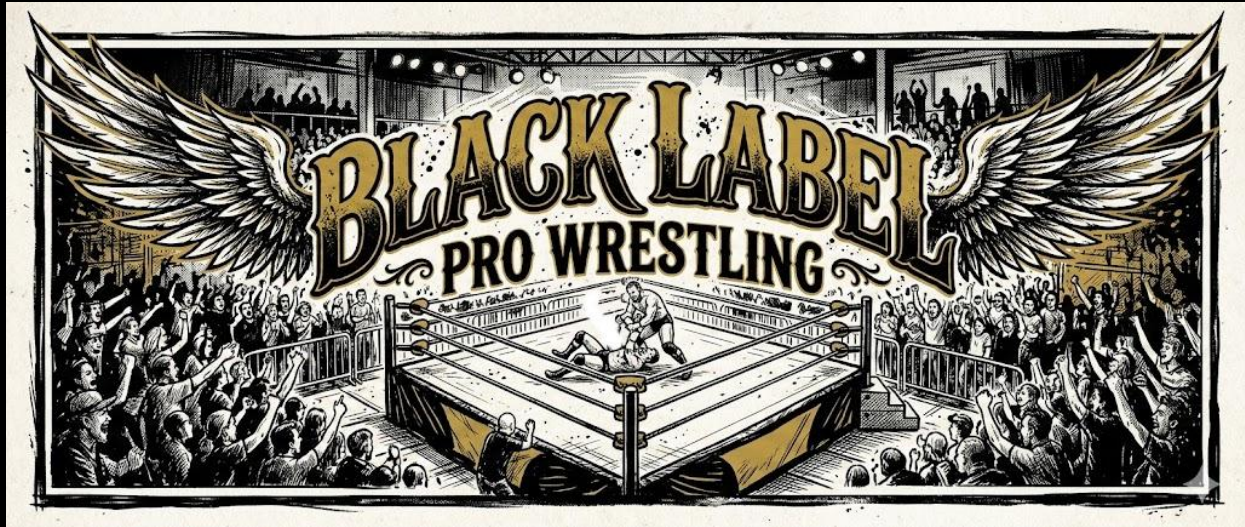




From the Desk of Rebel Rhodes

Dear BLPW Roster,

Consider this my letter of intent. When I was working as one of you, this place was popping, everyone was pulling their weight and doing some of their best work. I've actually been in charge for a minute, but I saw a whole lot of folks just not really putting the work in and kinda just coasting show to show. Some were pulling heavy loads and carrying the show while others were content to sit on their backs and be carried. Won't name names, but when I'm posting the roster along with a record's page and a direct archive of past company works, you'll know where you stand. I'm open to appeals if anyone wants to discuss why they aren't with us going forward, but there will be cuts. I'm not going to have folks who are either problematic as fuck or have been doing fuck all.

The company was temporarily on hiatus while I answered two questions, do I still want to run this and what can I do to make it better if I do? This letter is me saying yes, I still wanna run Black Label. I see something of myself in this company and its style. I like the rawness of it. It's not polished, perfect, or pretentious. It's a wrestling rebellion. We don't do shit like everyone else. We do it our way. Some won't agree, some may even argue about what I do today, but I know who pulls and who doesn't. I know what was working and what could still work if we try our damndest to pull it all together and make the dream happen.

In the end, it's all what's best for our biz and how we do things. You got a problem? Talk to me about it. Only hit the public press if you think I'm being unfair or not right. Put me on blast if that's what you gotta do. I won't take it personal 'cause that's your prerogative in a free society. A leader who can't handle criticism is a bitch, full stop.

Personally though, I'm going to do what I'm going to do and that's pretty much what I want.

You want to succeed in Black Label? You wanna be at the top? Put in the work, cut the promos, and don't just coast from match to match with nothing to make me care for you beyond a result. I want you to make me give a fuck. Cut promos, tell your stories, do some shit, make some noise, whatever it is you do best, that's what I want you to bring to my table. I book you, I'm expecting something more than just pen me and pay me.

I want to rock the world and I can only do that with the best people under one locker room. Wanna come along for the ride? Hit me up in my DMs on socials. We'll talk shop, see what we can do. The bookings will start really soon.

Signed,

Rebel Rhodes