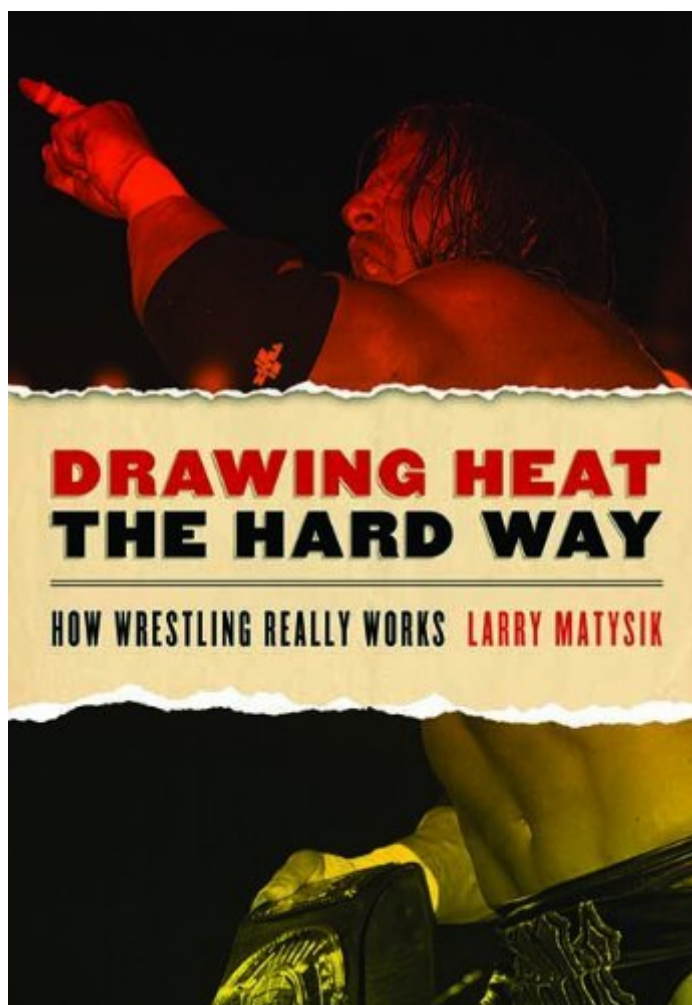


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# Drawing Heat The Hard Way: How Wrestling Really Works



## Synopsis

Thrilling but flawed, entertaining despite the swerves and double-crosses, captivating even when repugnant; professional wrestling has enjoyed the attention and loyalty of untold millions for nearly a century. How and why is precisely what Larry Matysik examines in his third book, *Drawing Heat the Hard Way: How Wrestling Really Works*. Wrestlers have their own private language, and in the unique world of wrestling "drawing heat" is a very good thing: the successful generation of crowd reaction and fan excitement. *The Hard Way*? That's both exactly what it sounds like and something no one in the industry plans for: a legitimate and unintentional wound suffered because something's gone awry. In *Drawing Heat the Hard Way*, Matysik explains what it takes to win the hearts and minds of wrestling fans, and how, at times, mistakes, controversy and unexpected turns of events have damaged the reputation or forever changed the business he loves. If anyone understands wrestling, the problem-child offspring of whatever "real" sport is, it's Matysik. *Drawing Heat the Hard Way* takes on the way wrestling is booked or planned; analyzes the roles of wrestlers and announcers, and explores steroids as an industry and fan issue. It also considers wrestling's power-brokers, from those who influence the business by reporting on it, like Dave Meltzer, to those who make the final decisions on what gets broadcast every week, like the omnipresent Vince McMahon, and even to those who influence the sport with their pocketbooks; the fans themselves. At times humorous, occasionally heartbreaking, always insightful, *Drawing Heat the Hard Way* is ultimately an objective take on what it means to be a wrestling fan, from someone who knows the business inside and out.

## Book Information

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## Customer Reviews

This failed to deliver for me. The anecdotal style is entertaining for half the book, it grinds on the reader though towards the latter half. The insights in to wrestling are cliched and well played out to anyone that watches shoot interviews and the like. I want to know more about how to draw heat as a booker and less about the familiar grounds of 'how getting colour worked in the 80's, but then we did it too much'. Above all else the author worked for WWE for years yet the insight given in to the environment there is minimal and seemingly consciously safe. If you have never seen a shoot interview before get the book, if you are new to wrestling its a good read. If you are a long time fan you won't be totally disappointed, just a little bored.

In "Drawing Heat," a veteran (40+years) announcer, booker, and sometime promoter, offers his take on the last decades of wrestling history. He also suggests its possible future. The chapters: "booking 101," and "booking 102," should be required reading for anyone looking to enter "the business" in any capacity. He shows how a smart booking team can build towards a profitable series of cards, and, conversely, how a "hot spot," or a "Dusty finish," can produce a quick profit, but kill business over time. Matysik's portraits of some of the characters he has worked with over the years: his mentor Sam Muchnik, Vince MacMahon, and especially Frank (Bruiser Brody) Goodish, are sharply etched, and fun to read! I found the anecdote of Bruiser Brody's encounter with a fan during a plane ride, who asked Brody if wrestling was fake, and when the wrestler told him it was, then began arguing why it was real, not only funny, but a good metaphor for the suspension of disbelief every fan experiences! The art of pro wrestling is telling a story that encourages, and allows us to suspend disbelief, and get caught up in what we see and hear. And of course, he explores the question--"why?" is he (and by extension his readers) still a fan of a "worked" sport that shatters more dreams than it fulfills; that sometimes appeals to our worst impulses? And yet like the author, I admit I remain a fan after 50 years of watching wrestling in arenas, gyms, and of course on television. A casual fan might find this book provides too much information--like the old saw about not wanting to know how sausage is made, if you want to continue to enjoy it! The true student of

pro wrestling will find this a delightful, and insightful read.

What a terrific read this is. The author's insights of Vince McMahon; how he thinks and operates his wrestling empire are the best I have ever read. I daresay that alone was worth the price of the book to me. The author worked alongside the late Sam Muchnick who ran the legendary St. Louis area and shares what a shrewd businessman Muchnick was and the deals he made; often with nothing more than a handshake that were good for the business and not just himself. This guy has no axe to grind, no reputation to protect. It is a no BS, no "kayfabe" and no-nonsense look at how pro wrestling really works. Bravo and thank you Larry Matysik.

The book is ok. a nice read, but not for "smarks". They already know all the "inside" stuff Larry talks about in the book. I tried to enjoy it, but it seems all Larry wants to do is whine about Vince. Every other chapter seems like "WWE sucks, back in my day we were great" It gets old. This is coming from a life-long wrestling fan who tuned out WWE years ago.

Larry Matysik worked in the St Louis during the territory days. In those days everything was done for a purpose. He tells how the promotion worked from the inside out. Great book. I miss these days of wrestling. Now between backstage cameras and countless rants lasting too long, a 2 hr show might have 40 minutes of action

Another good book by Larry Matysik. He really has the business figured out.

This book puts forth well-reasoned thoughts not commonly brought up, all from a person you can tell really loves pro wrestling. When he criticizes wrestling he does it from a reasonable point of view which comes across as well thought out and not as if he's a know-it-all like some fans on the net do. Very good read.

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