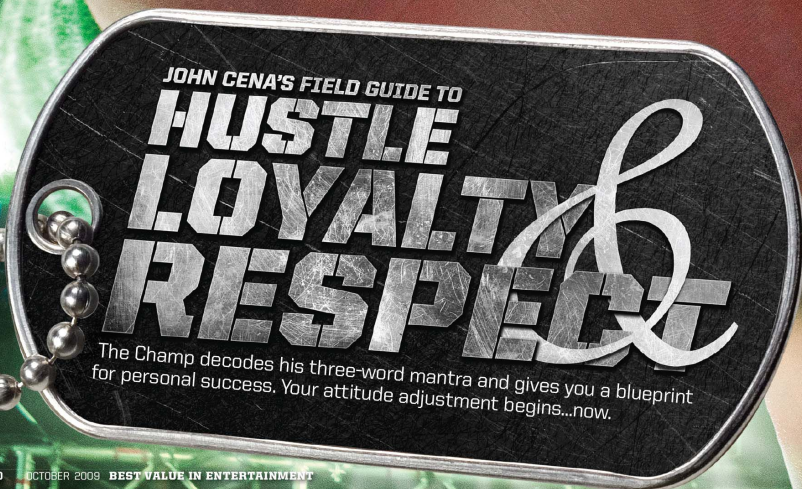


AS TOLD TO JOHN MINIALY  
PHOTOGRAPHY BY DAVE HILL

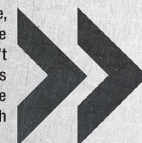


JOHN CENA'S FIELD GUIDE TO  
**HUSTLE  
LOYALTY  
&  
RESPECT**

The Champ decodes his three-word mantra and gives you a blueprint for personal success. Your attitude adjustment begins...now.

**JOHN CENA ON HIS CODE OF  
HUSTLE, LOYALTY AND RESPECT**

"I guess everyone has a message, and 'Hustle, Loyalty and Respect' is mine. Whether people judge me differently for wearing it on my sleeve, I don't care. I have always been fascinated by the military's discipline, and how they use words like honor, code and respect, and I've managed to combine that with what I've learned in life."







## LESSON #1

If you don't have it, get it.

"I was taught at a very early age by my dad that nothing in life comes free. I wasn't given enough God-given ability to be the absolute best at everything—I always had to work for it. But I was fortunate enough to have some good role models along the way."

## LESSON #2

Hustle takes discipline.

"Often, I'll have a long travel day to a live event followed by a post-show autograph signing. I can be up until 1 a.m. meeting fans. A lot of people might sleep in, but the first thing that I do in the morning is go straight to the gym. Maintaining regimens in my schedule keeps me in check."

## LESSON #3

Hard work won't always pay off the way you expect.

"I would say that I could have hustled more in my preparation for *WrestleMania XXIV* in Orlando. I didn't win. *Mania* is what you work all year for, and I had had a bit of a down year, what with my pectoral tear. I worked my ass off to come back early and it didn't pay off. Sometimes you work your hardest and it doesn't work out exactly how you wanted."

## LESSON #4

Hustle comes from the most unlikely places.

"Here are the three fresh names that are really leading the way as far as working their asses off. The Miz is working hard both in and out of the ring; so are Cody Rhodes and Ted DiBiase. Ted just filmed *The Marine 2* and is hustling overtime on the promotion of the movie. Believe it!"



## LESSON #1

Learn from getting burned.

"I'm loyal to a fault. I've had many experiences when I have been too loyal. You learn to make those mistakes once. People take advantage. I'm glad that I've made all the decisions I have made. You only get in those situations once, and you are responsible for them. Through that I've become more aware of human nature."

## LESSON #2

Don't be two-faced.

"Superstars should be loyal to the fans that come and see them every single day. I am one of those guys who gets cheered and booed. So I definitely cater to the people who have been loyal to me the whole way. I certainly don't want to sway the opinions of any of our fans, but some of them are extremely thorough in vocalizing their dislike. They're entitled to their opinions even if they do step over the line. But they also seem to be the ones I run into after the show who all of a sudden want to be my best friend."

## LESSON #3

Stop snitching.

"The greatest act of loyalty is one that goes under the radar. There are times when someone takes a fall for someone else. They just keep their mouths shut. That's pretty decent."

## LESSON #4

For Superstars only.

"Loyalty is an inherent liability in WWE, what with the landscape of ever-shifting alliances. The great thing about it, though, is that you have a means to make amends. There's a forum to settle your differences."



## LESSON #1

Remember what "they" said.

"Whether it was track or college football, competitive bodybuilding, or getting my start in WWE, I was told by everybody that I wouldn't make it. Half of the comments were meant as motivation, but some people definitely approached me in a disrespectful way. That is the biggest slap in the face."

## LESSON #2

Respect takes time.

"I'd like to believe that I carry myself professionally, and that I've earned the respect of my peers. If I haven't, I will keep working my ass off until I do. I absolutely respect every other Superstar, some a lot more than others. From the new guys, I respect a simple introduction, and seeing them wanting to do better in the ring. Still, that doesn't mean that, as individuals, they've gained my respect."

## LESSON #3

You can't fake respect.

"Real respect is immediately noticed. It could be something as simple as a glance or a handshake. You don't have to be best friends and you don't even have to talk on Facebook. People don't even have to necessarily like each other. It is something you can't describe, but you always know it."

## LESSON #4

Never stop earning it.

"I seek the respect of The Boss, Vince McMahon, just as much as I seek it from the fans. Maybe there were times when they thought I wasn't performing at my best. But that just makes me work harder. When people think I've lost a step, I take it as a challenge."



## TRIPLE PLAY

John Cena is all about "Hustle, Loyalty and Respect," but how would he describe WWE's other top talents in three words?



**RANDY ORTON**  
"Opportunity, Ego, Power."



**TRIPLE H**  
"Intelligence, Professionalism, Ability."



**CM PUNK**  
"Underdog, Individualist, Enthusiast."



**CHRIS JERICHO**  
"Multifaceted, Genius, Longevity."



**BATISTA**  
"Perseverance, Strength, Kindness."



**BIG SHOW**  
"Genetics, Gluttony... is there a word for bad card player?"