



MERIT OVER MONEY

The Honest Guide to American Soccer
That Nobody Inside the System Will Ever Write.

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Free. Merit Only. No Pay to Play. No Franchise. Built in Detroit. Inspired by Europe.

A Note Before You Read

This work reflects personal opinions and experiences in American and international soccer. It is not intended as factual claims about any specific organization, league, or individual. Nothing in this book constitutes legal, business, or professional advice. Readers should conduct their own independent evaluation.

About the Author



Alex Lubyansky was born in Kyiv, Ukraine and moved to the United States at age three. He grew up in Michigan, played club soccer for the Farmington Fury, and earned a spot on the University of Michigan club team before being invited to trial at Dynamo Kyiv, one of the top four clubs on earth. He trained at Koncha Zaspa, the military base with four sentry towers and armed guards where Dynamo Kyiv prepares its players.

He earned his law degree and passed the bar immediately. He is a licensed M&A attorney and one of the few in America who has not just advised on professional soccer club acquisitions but actually executed one. He acquired and operated FC Santa Coloma in Andorra, the first Andorran club to reach UEFA Conference League qualifying round three, facing AZ Alkmaar with a budget fifty times larger than his own, a club with US Men's National Team players on the roster. He gave it a game.

He has shopped clubs across multiple continents and knows what the rooms look like on both sides of the Atlantic. He is the Head Coach and General Manager of Detroit Metro FC, one of the only fully funded free soccer clubs in America attempting to run a true European-style merit model on American soil. No pay to play. No fees. No franchise. No board. No nepotism. His own children are prohibited from playing for the club. In year one Detroit Metro FC placed players in Germany and Australia.

He has a wife he loves and two sons he loves. He has enough. He cannot be bought and he cannot be bothered. He is giving this blueprint away for free because the model that has developed the best players on the planet for a century is not complicated. It just requires someone willing to do it honestly.

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Foreword

Why I Wrote This and Why It Is Free

Tom Byer spent fourteen years on Japan's number one children's television show. The New York Times called him arguably the most influential football coach on earth. He gives his book away for free.

I had Tom on my podcast Grassroots to Greatness and that conversation changed how I think about everything. Not just about soccer. About what it means to give something away because you believe in it rather than because you are selling something.

That is why this book is free.

Not because it has no value. Because it has more value given away than sold. Every parent who reads this and understands what the system is actually designed to do will make a better decision for their child. Every coach who reads this and recognizes the blueprint will have the permission they needed to build something different. Every investor who reads this will understand why the model that has worked for a century everywhere else on earth is the only one worth backing.

I want to be honest with you about something before we start. I do not have all the answers. I have been wrong before. I have built things that failed. I have made decisions in Andorra and in Detroit that I would make differently today. The model I am describing in this book is not perfect. It is just more honest than what currently exists. There is a difference between having the right answer and being the only person willing to say the obvious thing out loud. I am not sure which one I am. I just know I cannot stop saying it.

I am not selling anything in these pages. I have a law practice that generates real income. I have a club that generates real revenue from tickets, merchandise, and aligned sponsors. I have a wife I love and two sons I love and I spend my time with them. I have enough.

What I want is simple.

I want most of the 2030 United States Men's National Team to come through a free merit based system. Not one. Not five. Most of them. Show me that in 2030 and I will know this worked. Everything in this book I have already said publicly. On social media. On podcasts. In thirty second clips filmed outside on my phone. This book just saves you six months of watching clips.

Read it. Share it. Build something. Beat us.

Alex Lubyansky

Detroit, Michigan

2026

The Lie

How American Soccer Sells False Hope

Let us start with a number.

MLS will tell you the average player salary is over six hundred thousand dollars a year.

That number is a lie by math. Not by intention. By structure.

The designated players pull that average into a number that has nothing to do with the reality facing the American player who spent fifteen years in the pay to play system chasing that dream. Messi. Busquets. Lozano. Not one of them American. And here is what nobody tells you about the players who actually get drafted. Most of them never play a single minute in MLS. They get picked up by MLS Next Pro teams, USL Championship clubs, or UPSL sides. Many of them are playing for nothing. Literally unpaid. Working a second job to survive while calling themselves professional soccer players in a league that calls itself professional while delivering nothing of the kind.

That is not the exception. That is the rule. That is what making it in American soccer actually looks like for the vast majority of players who beat the odds just to get selected.

One Player's Story

He bounced around various colleges for years. He was good enough to play at every level he reached but never got the look that the system had promised his family since he was twelve. He graduated. Strong degree. Good school. The kind of outcome a parent should be proud of. He came to Detroit Metro FC not because he was desperate but because he still believed in something. He tried out. He earned his spot. We placed him in trials across five European markets. He signed in Germany. He is playing professional soccer right now in a real system with real consequence. His family spent tens of thousands of dollars developing him inside a system that was never going to deliver what it promised. It took one free club that told him the truth to change everything. He is not the exception. He is the proof. The talent was always there. The honest environment was the missing piece.

The Marketing That Can Create Misleading Expectations

The system that produces this outcome is not accidental. It is structured.

American youth soccer is often structured in a way that prioritizes revenue from families. Not a development pipeline. Not a talent factory. A revenue model. It is often structured to extract participation fees from families through the sale of unrealistic expectations. The unrealistic expectation is that your child's club dues are an investment in a professional future. In most cases they are not. They are a service fee for participation in a recreational activity dressed up in professional language.

Some clubs are ethical. Some tell you exactly what they are and families make a rational informed decision about what they are paying for. Those clubs deserve credit. I have nothing against them. The problem is the marketing that can create misleading expectations while the structure prioritizes revenue above all else.

A club that charged your family fifty thousand dollars and delivered a player to an unpaid roster spot was operating a business model built around participation fees.

At Detroit Metro FC we tell players the truth about where they stand, what the actual path looks like, and what real development requires. Because a player who makes a clear eyed decision to compete is worth ten players who were never told the truth about what they signed up for.

Start your own club. Tell your players the truth. That alone makes you different from most of American soccer.



Detroit Metro FC. Real football. Real fans. Real consequence.

The Youth Pyramid

Does Your Child Pay Club Dues?

I am going to make the American youth soccer pyramid simpler than anyone has ever made it.

Does your child pay club dues?

That is the entire pyramid. That one question tells you everything you need to know about what your child's club is actually designed to do. If yes, regardless of the badge, regardless of the tier, regardless of the coaching credentials displayed on the website, your child is in a customer service model. The club's primary obligation is to keep them enrolled, keep their family satisfied, and keep the revenue flowing. All pay to play clubs share the same fundamental structure. Some are ethical. Some are not. Some produce genuinely good coaches and genuinely positive experiences. But they are all operating under the same constraint: the customer must be retained. And that constraint makes honest development impossible at the highest level.

A Story About Parents

I see it constantly. A parent who genuinely loves their child and genuinely loves the game decides to fix youth soccer. So they get onto a youth soccer board. They work hard. They show up. They have real ideas. But slowly and usually without realizing it, their energy shifts. The board decisions start tilting toward their child's team. A coach gets pressured to give more minutes to one specific player. A roster spot appears for a kid who did not earn it at tryouts. Then the parent starts their own club. Or funds a so-called professional team abroad and puts their kid on it. It always fails. Not because the parent is a bad person. Because the incentive was never development. It was advocacy. There is no version of this story where a parent advocating for their own child produces a real football player. The best thing you can ever do for a child who genuinely has talent is put them in an environment where nobody is advocating for them. Where the only thing that matters is whether they can play.

The Scholarship Trap

What if your child is not paying? What if the club has scholarship players? What if they are being subsidized? The question is still the same. Is anybody else's child paying? If the answer is yes, if paying customers are subsidizing your child's free spot, your child is still inside a model that prioritizes revenue from paying families. Your child's development still takes a back seat to retention of paying customers because the paying customers are what keep the lights on.

What Nobody Pays Looks Like

This is how soccer has been run for a century everywhere else on earth. In Europe nobody pays at the youth level inside a real senior environment. Not because clubs are charities. Because clubs understand that the product they are developing has economic value at the senior level. The youth academy is not a revenue source. It is an investment. When a club invests in development rather than extracts from families the entire incentive structure changes. The coach's job is no longer to retain paying customers. It is to produce the best possible player. That means honest evaluation. That means cutting players who are not good enough. That means telling a fourteen year old the truth about where they stand instead of keeping them enrolled for another season of club fees.

The Farmington Fury

I grew up in Farmington Hills, Michigan. My family came from Ukraine with nothing. There was no question of paying ten thousand dollars a year for soccer. I played for the Farmington Fury. A couple hundred dollars a year. Parent run. Community based. That team was legitimate. Back then your community club could matter. It was not yet the age of private equity inside youth football, where community clubs get cannibalized by mega club badges and cease to exist as anything other than feeder programs for larger commercial operations. The Farmington Fury still exists. Still affordable. Still parent run. I cheer for them because they have held true to their roots and I know how hard that is. The community club has almost completely ceased to exist in American soccer. That is not an accident. It is the result of systematic consolidation designed to funnel families into larger commercial operations with higher fees and more sophisticated marketing that can create misleading expectations.

If you have a child in pay to play right now I am not telling you to pull them out. I have children in pay to play. I pay for it every year. I know exactly what I am paying for. The difference is I am not being misled about what it is for.

**If you want to build the alternative in your own community, start a free club.
You need a field, a ball, and a standard. Chapter Six tells you exactly how.**

Chapter Three

The Senior Circle

There Is No Pyramid

Everyone calls it the American soccer pyramid. I need you to understand something fundamental before we go any further.

In my view, there is no true pyramid.

A pyramid implies movement. Up and down based on merit. You win, you go up. You lose, you go down. That is how it works in England, Spain, Germany, France, Italy, and every other serious footballing nation on earth. What we have in America is a circle.

Major League Soccer. USL Championship. USL League One. MLS Next Pro. NPSL. UPSL. League of Clubs. And approximately twenty eight other organizations at various levels that cannot interact with each other through sporting merit. You cannot move from UPSL to NPSL by winning. You cannot move from USL Championship to MLS by winning. And you cannot be relegated from MLS to USL Championship by losing. It is a closed entertainment system. And in my view it largely functions to protect franchise value above sporting merit.

The Coach's Confession

I hear from coaches constantly. They find my content, they send me messages, they pull me aside at events. And almost every one of them says the same thing: you are right about all of it. But I cannot say so publicly because it would cost me my job. These are good people. Experienced coaches. People who genuinely care about development. And they are trapped. Their entire professional existence depends on retaining paying customers. So instead of designing effective training sessions they spend their time planning tryouts, recruiting parents, and convincing families that a B team is actually the right environment for their child's development. I have heard of clubs paying coaches a recruiter fee, a percentage of a player's club dues for life, when they successfully bring a kid over from a rival club. A salesperson's commission. Inside a youth soccer club. Paid to a coach. That is not a development system. That is a sales organization wearing a coaching uniform. The coaches who work inside it are not villains. They are people who need to pay rent inside a system that has made honest coaching economically very difficult.

Why the Circle Largely Functions This Way

The closed system largely functions to protect franchise value. If you paid hundreds of millions of dollars for an MLS franchise, the last thing you want is sporting consequence. You want guaranteed existence. Guaranteed competition. Guaranteed television deals. The closed system delivers all of those things at the cost of the one thing that makes soccer worth watching: the possibility that anyone can rise and anyone can fall. European clubs tried to do exactly the same thing with the proposed European Super League. The difference is that European fans rioted and the proposal collapsed within days. Not because of the owners. Because the fans of the twelve clubs themselves refused to accept it. American soccer fans never had the chance to riot. The closed system was built before there were enough fans to object to it.

The Antitrust Story

Rocco Commisso spent years fighting the American soccer system in federal antitrust court. The NASL filed suit seeking over five hundred million dollars in damages, alleging that the federation

conspired with MLS to eliminate competition. In February 2025 a federal jury sided with MLS and the federation. The legal route is the wrong route. Not because the argument is necessarily wrong. But the system protects itself. NASL tried twice and failed twice. Every competing league that has challenged the closed system through conventional means has been eliminated.

My solution costs the price of a used car. It requires no lawyers, no courts, no federation approval, and no billionaire backing. Just people who care enough to start something real in their own community.

Much of the Soccer Structure Operates Pre-Professionally

Let me say something that not many people in American soccer will say out loud. Much of the United States soccer structure operates in a pre-professional environment until we have a genuinely open system. The best American players, the ones genuinely good enough to compete at the highest level, leave for Europe because in Europe consequence is real and development is rewarded. The national team is constructed almost entirely of Americans who found a way to get themselves out of our pre-professional circle and into real competition.

Amateur clubs in America are calling themselves professional. Pre-professional. Elite. Tier four and a half. I have seen all of it from the inside. Here is my view: if your American players are making next to nothing, playing next to no minutes, and have next to no chance of making a living from the sport, you are operating as an amateur soccer club. The name on the badge does not change that. The tier number does not change that. The branding does not change that.

Detroit Metro FC is in the UPSL. We are not pretending to be something we are not. We run the European model on American soil and develop players for placement in real professional systems abroad. Start your own honest club in your own city.



M&A attorney. Agility ladder. Soccer field. That is the job.

Chapter Four

The European Model

What a Century of Consequence Looks Like

I know the European model works because I have lived it on both continents. This is not from a book. This is from being in the rooms.

Koncha Zaspa

Dynamo Kyiv does not train in Kyiv. They train at Koncha Zaspa. A military base outside the city with four sentry towers and armed guards. The airspace is protected by the military because those games are televised and people care. You do not go and scout Koncha Zaspa. It is designed like a prison but a prison with all of the technology from Rocky IV. Cryogenic freezing. State of the art recovery. Everything that American academies now have in beautiful facilities where kids take selfies and post them on Instagram.

Here is the difference. Koncha Zaspa is not fun. They take care of you like a professional, they treat you like a professional, and they dismiss you like a professional. The feeling I got when they told me I did not belong there is one of my favorite life memories. That honest standard is a gift. Not every American program is incapable of delivering it. A handful of exceptional coaches in this country give players real honest evaluations every day. But the system does not reward them for doing so. It rewards retention. It rewards revenue. It rewards the coach who keeps fifty kids paying over the coach who tells ten kids the truth. We sell tickets to try out for five hundred dollars instead. That is what unrealistic expectations cost when they get monetized directly.

The Andorra Experiment

I shopped clubs on multiple continents. South America. Roughly thirty five European markets. I landed on Andorra. Population 80,000. The size of Northville, Michigan. In a country the size of Northville, Michigan they have professional promotion and relegation. Three leagues feeding into one another. The gas station attendant in Andorra probably plays football in a professional pyramid. Eighty thousand people. Three leagues. Merit based. Consequence real.

We acquired the most successful club that had just had a bad year, less than thirty days before the next season starts. New staff. New players. The club rebuilt the roster. We had domestic

success. We got into European competition. We faced AZ Alkmaar, a club with a budget fifty times the size of ours, a club with US Men's National Team players on the roster. We gave it a game. Our players earned their way into that stadium. There is a difference between being given something and earning it. Our players will never forget that moment. Neither will I.

How the Money Actually Works in Europe

Chelsea lost 262 million pounds last season. Tottenham lost 120 million. West Ham lost 104 million. Newcastle lost 98 million. People think that is stupidity. It is not.

In Europe winning pays you. A Champions League run generates tens of millions. Promotion generates tens of millions. Relegation costs the same. Every pound spent has a consequence attached to it. Win and you get paid. Lose and you drop. That is the most rational sports business model ever designed. You do not need 262 million pounds to play this game. You need an undervalued asset in a market nobody is looking at. A merit based roster. A sporting director who understands the coefficient system. Win domestic games. Qualify for Europe. Get paid for every win. I know this works because I did it in a country with 80,000 people. That is not theory. That is a working business model.

Training Compensation and Solidarity Payments

In Europe when a player you developed goes to a larger club you get paid. Not as a favor. As a legal requirement. Training compensation rewards the clubs that actually develop players. Solidarity payments ensure that every club in a player's development history receives a share of future transfer fees. This creates an incentive to develop talent rather than extract from families. If developing a great player pays you money you will develop great players. If developing a great player pays you nothing, as it does in American soccer, you will find other revenue sources instead because that is where the money is.

Detroit Metro FC placed players in Germany and Australia in year one. We received nothing for that through formal mechanisms because the American federation has not structured itself to honor those mechanisms for clubs outside its system. We know this. We built around it. The European model rewards winning with money and punishes losing with relegation. It rewards development with transfer fees and solidarity payments. You can replicate the philosophy without the full infrastructure. Detroit Metro FC proves that. Start your own club.

Start your own club. Build the European philosophy on American soil. It does not require federation approval. It just requires honesty.

Chapter Five

We Have It Completely Backwards

Cowbells, Coliseums, and Washington Generals

In America crowd enthusiasm peaks at youth soccer.

Eight year olds playing on a Saturday morning. Parents screaming. Cowbells. Folding chairs. Full sidelines. Complete emotional investment in the outcome of a game between children who do not yet understand what it means to actually compete. And then something happens. By the time those same kids reach the professional level nobody watches. MLS fills stadiums built for thirty thousand with fifteen thousand. The passion evaporates. The cowbells disappear. The folding chairs are packed away.

Europe is the exact opposite. Nobody cares about youth soccer in Europe in the way Americans do. A scout watches quietly from the corner. No parents on the sideline managing feelings. No crowd. No cowbells. Just a standard. If you meet the standard you stay. If you do not you go home. And then those same kids reach the professional level and billions of people watch.

We have maximized passion at the level that produces nothing and minimized it at the level that produces everything.



Detroit Metro FC. Goal celebration. Players who earned their spot.

The Washington Generals Problem

You know the Harlem Globetrotters. The most entertaining basketball show on earth. They win every single time. You know why? Because the Washington Generals exist to lose. They do not develop. They do not compete for real. They show up. They provide resistance. They get beaten. And everyone goes home entertained.

That is American soccer, in my view.

Messi. Designated players. International stars. Coming to America and putting on a show. And who are they beating? The output of our customer service development system. Players who were never selected. They were accommodated. Players who were never evaluated. They were retained. Players who were never pushed past comfort. They were invoiced. The Washington Generals of world football. Showing up every week. Providing just enough resistance to make the show work. Never actually threatening to win. Because the system that built them was never designed to produce winners. It was designed to produce paying customers.

And paying customers make great Washington Generals. They show up on time. They wear the uniform. They do not cause problems. And they lose. Professionally. Every single time.

I want to be clear about something. The players themselves are not the problem. They are the most hardworking, most dedicated, most passionate athletes in the world. They have been let down by a system, not by their own effort. Every player who went through pay to play and gave everything they had deserved better than what the system gave them. This is not about blaming the players. It is about understanding why the system that built them was never going to produce what it promised.

We Are Exporting the Problem

Everyone thinks the problem with American soccer is an American problem. It is not. American pay to play is making its way into Europe. The softening of global soccer development is happening because the mentality of allowing players to purchase spots on teams is spreading abroad. I have been inside those rooms. I have watched European clubs add pay to play academies to their books because they discovered that American families will pay eighty thousand dollars a year to say their child plays for a seventh division team in Spain. We are not just failing our own kids. We are exporting the problem.

Build something that cannot be extracted from. Free. Merit only. No fees. No franchise. No board. No nepotism. That is the only model that survives what is coming.

The Third Door

Detroit Metro FC and the Blueprint Anyone Can Copy

There is a show called Magic's Greatest Secrets Revealed. The magic community was furious. This guy is giving everything away. But here is what actually happened. The best magicians in the world got better. Because now they had to figure out what he did not know. They had to find the next level. That is exactly what I am doing with American soccer. I am giving the blueprint away for free. Every trick. Every system. Every mistake I made in Baltimore, in Andorra, in Detroit.

The pay to play clubs may be frustrated. Good. Because the ones that are actually great at developing players are about to get even better. And the ones that were only surviving because nobody knew their model? Now everybody knows.

What Detroit Metro FC Is

Detroit Metro FC is one of the only fully funded free soccer clubs in America attempting to run a true European-style merit model on American soil. No pay to play. No fees. No franchise. No board. No nepotism. My own children are prohibited from playing for the club. My assistant coach's children are prohibited. My staff's children are prohibited. The standard is the standard. It does not bend for a resume. It does not bend for a relationship. It does not bend for money.

A player with over four hundred professional appearances and Premier League experience recently reached out to Detroit Metro FC. He still had to try out. He was confused. I was not. If you can play you play. If you cannot you go home. That is not disrespect. That is the only honest evaluation that exists in American soccer right now.

The Financial Model

We are privately funded. We have an owner. It is not me. I am the operator. Our owner goes to every game including away games where we have two fans in the stands. MLS owners do not attend their own home games. Our owner attends our away games. In only one year we built twenty five corporate sponsors from zero. We sell tickets. We sell food and beverage. We sell merchandise. DJ. Drummers. Bounce houses for the kids. Real football.

The Merit Cup

Every year Detroit Metro FC runs the Merit Cup. No entry fee. Open to any club that shows up and competes. The winner takes ten thousand dollars. Because the federation will not incentivize merit. We will. We lost the first one. We paid Duka FC every penny. The second Merit Cup starts June 2026. Come take our money.

The Blueprint

Here is exactly what you need to start your own free merit based club.

One. A field.

You do not need to own it. But you do need to rent it properly. Secure a permitted space with the right insurance before you hold your first session. A high school field, a park district turf, or a municipal facility all work. Get the paperwork done. It is not expensive. Running without it is.

Two. A standard.

Decide what your standard is before you hold your first tryout and do not compromise it for any reason. Not for a relationship. Not for money. Not for a resume. The standard is the standard.

Three. A willingness to cut people.

This is the hardest part for American coaches because we have been trained to accommodate rather than evaluate. Cutting a player honestly is the greatest gift you can give them. Koncha Zaspas gave me that gift. I give it to every player at Detroit Metro FC.

Four. Sponsors.

Start with local businesses. A community sponsorship from a local restaurant or brewery funds a season. Twenty sponsors funds a real operation. We started with zero and built twenty five in one year.

Five. NIL compliance if you want to pay players.

Work with a licensed attorney. Do it above board. We do not slip cash under the table. We never will. Legal compliance is not expensive. Illegal exposure is.

Six. Alignment before capital.

Find an owner or investor who believes in the mission before they believe in the return. Capital that is not aligned will destroy your model the moment it becomes inconvenient. I have been in those rooms on both continents. Alignment is everything.

Nothing in this model guarantees placement, compensation, or professional advancement. All player outcomes depend on individual performance, opportunity, and external factors beyond any club's control.

What I Actually Want

I want a billionaire to start a club in Detroit and beat my team in my own city. I want you to beat us in your own city. I want everybody in this. Not just people who can afford it. Everybody. You can start this club for the cost of a used car. That is almost everybody in America.

I am not trying to look cool. I am not trying to keep anyone out. I am not starting a league. I am not productizing this model. I am not selling a franchise to my idea. I want to watch the US Men's National Team compete in 2030. Not host. Not qualify on a technicality. Compete.

And I genuinely believe that if enough of us start something real in our own cities we will get there. Not through litigation. Not through federation reform. Through a revolution that does not ask permission. The only revolution that has ever worked in any industry in history is the one that does not ask permission.

Marcelo Bielsa said a man with new ideas is a madman. Until his ideas triumph.

Start your own club. Beat us. That is exactly the point.

Epilogue

Detroit, 2030

Here is what I want to see.

A kid grows up in a city nobody expected. Detroit. Akron. Gary. Somewhere. His family does not have the money for pay to play. They never did. But there is a free club in his city. A club that charges nothing, cuts honestly, trains with men, and sends the best ones somewhere real.

He tries out. He barely makes it. He gets cut at the end of the first season. He comes back. He makes it. He gets cut again. He comes back again. Three years in a consequence environment forge something in him that no amount of club dues could have purchased. A European club takes a chance on him. He is twenty years old. He goes. It is harder than anything he has ever done. He does not speak the language. He does not know the culture. But he has been cut before and he knows how to come back.

He makes the roster. He plays. He gets noticed. Not because anyone advocated for him. Not because his parents paid for the right environment. Not because a sporting director made a phone call on his behalf. Because he can play. By 2030 he is on the United States Men's National Team.

Not five players like him. Most of them.

One player who came through a free club. One player who was cut and came back. One player who earned every single step without his family spending a dollar on the dream. One player who proves that the model works and that the talent was always here.

That is what I am building toward. That is why I am giving this blueprint away for free. That is why I cannot be bought and cannot be bothered by the people who profit from the current

system. I just want to watch that kid play in a World Cup.

Start your club. Build it right. When the model works, your best players find their way to the United States Men's National Team. That is the goal. Not here. There.

**Merit over money.
Always.**

This is a perspective, not a promise.



Three Ways to Stay Connected

Merit Mail

Got a question? A story?
Submit it here. We read
everything.

forms.gle/fXXn4bsTAKLNjsJbA

Ko-fi

If this resonated buy us a
drink.
Not a donation. Not charity.

ko-fi.com/meritovermoney

alexlubyan.com

Monthly newsletter.
Legal services. Everything
else.

alexlubyan.com

Merit Over Money. Always.