When starting a new game:

There is many aspects to this game we love, and people play it different ways with different set ups when comes to how much attention to detail they put. Some leave stuff to the DoF, the loan manager, the ass manager, and youth to the staff there. This is a short summary of what I do, and in no certain terms is this the only way to do it. It's just my way, what I think is necessary to achieve the best result. It could and should be much longer, but Herme has guides for all this I believe, so this is just a quick guide for this thread as many ask about this and that.

Day 1:

1. Make a **choice about tactic**. Now some come asking why a tactic with 3 strikers don't work at a club which has only one. Look at the squad. If you have a tactic that you want to use, maybe select a team that fits it. That has the players needed for positions and the player roles. There is no point in complaining if using Messi as a wide target man! :) It's not the tactic who is at fault.
If not, you are going to need to make transfers. Maybe there is not enough funds. And, making a lot of chances makes your challenge harder as it resets dynamics, hierarchy, and cohesion in your squad. So make a choice, if the club is most important select a tactic that fits. If playing THIS tactic is, find a team that has players for the tactic. Or buy a new team but expect a harder challenge. When selected, load the tactics in the slots, so they get as many days training with them as possible for familiarity.
You need friendlies. I usually arrange 8. If first league game is on a Saturday, I arrange one every Wednesday, and Saturday before, giving a few days rest between. This also gives you some time to do stuff before the friendlies start. Optimal is to be done with all transfers before then, so can focus on team and matches, growing morale, squad gelling, cohesion and familiarity.

2. That takes us to **staff responsibilities**. Before doing the below you are going to have to decide how you want to play the game. If you want the best result, you are going to have to do most of it yourself. There are gains to be had everywhere.
I take control of everything in *staff screen*, mostly to stop others from doing things I would not want. Like offering players, even youngsters contracts with min fee, selling youngsters, hiring wrong staff and so on. In *scouting responsibilities screen*, chief scout assigns scouts while I attend meetings.
I also set scouted players to shortlist for 3 months, so I can find them easily later.
I take responsibility of all in the *transfers and contracts screen*, to have control.
Usually also *media*, as you can delegate that on the day.
So *training*, here you will have to decide if going with your own schedules or trust the ass man to run team training. Laux does this well, so I normally trust him. But also, there are many schedules around that work well. This is a chapter for itself, so won't go into it now.
I take control of individual training for all teams, so I can train players in the roles they are playing.
In *tactics* I let Laux do the tactical briefings, as he is good at it. As I use instant result, my tactic is selected either way, but it's important to put OI on yourself, or assistant manager will put in OIs during the game that might conflict with tactic.
In *match day*, I handle shouts and team talk if I play the games. But using instant result, set them to ass man. I also untick backroom staff sets friendlies, as want to myself.

3. **Get new staff**. No matter what club you get, there are better staff out there.
But first: To make room for all these you going to have to mutually compensate or sack those you have. This costs money. Can you afford it? It's worth it if you can.
The games show you what att. each role needs, so search by that. In staff search screen, edit search, attributes pick, and highlight key att for roles, it shows you what each role shout have.
Here your level comes in to play, so need to scale down if lower.

**Ass man*: Look at Phillip Laux if he is in your game. 20 motivation for team talks, 18-man management skills, 15 on both judging players, good discipline and determination also. Even 20 for mental coaching, so can contribute in coaching. He is ideal, and I use him for any team that he wants to come to. Even Barcelona.
**Coaches*: You see in training-> coach assignments you have 10 categories that needs to be covered. So ideally you need one for each, and then some extra to share the workload down to light. Then you will be able to get 4-5 stars on each. For that you need about 15 on all search parameters for the role you are looking for, f ex defender tactics.
But that won't be possible if you are not a big European team. So there are some tricks to get that number down: ass man can do one if Laux, yourself can do one (even two) if you are high reputation manager with stats picked right (normally it is hardest to find the attacking categories, so would set yourself as that.) Laux normally gets four stars at possession tactical. If yourself take attacking tactical and defender tactical, that leaves four other normal coaches. You also should have two gk coaches, and two fitness coaches. That's eight, sometimes teams have limits, which you can ask to expand when filled up. Remember to do that, or the ones you tied to signed will auto cancel if full.
Now sometimes they won't accept more coaches early in a new game, as you are new in your role as manager. Then you will have to stretch things out, maybe coaches having two categories each. Same for lower clubs. The thing is to get as good as you can. And expand later.
For workload, some u23 coaches can help if they are in coaching assignments. I think this is different from league to league.
* *Scouts:* Get as many scouts as possible with values over 15. They will help you find the right players. Same goes for Head of, and Data analysts. Start as high as you can and go down till someone is interested.
**Physios*. This is important. All your physios should have 20 physiotherapy. One head, and four others is enough. Get the best Head of and sport scientists you can.
If you don't change these staff you are going to get much more injuries.

There are other roles, depending on how you play the game. I don't use loan manager, as they sometimes loan your youngsters to teams, they won't get game time in. So, I sack him, and do it myself. Same goes with DoF and Technical director as I do transfers myself.

4. **The squad.** This is a hard topic. How do you know who fits the selected tactic and not?
Look at the demands of the role. If we use Crystal Palace as an example, and you want to use Knaps 433 Kashmir, then neither Benteke or Tosun are ideal as Advanced or Pressing forward.
They don't have pace, or work rate/teamwork to do it. So, then you know you will need someone else, like Mitrovic for pressing forward, and Dembele for Advanced. Now these are expensive, so then you are going to sell those who don't fit. Some have just arrived and will have to play backup roles till next window. You can't afford both, and other roles that need to be upgraded in the team,

so going to have to prioritize. Plan, what do you need, who can you keep?
For Palace we identified that we needed 9(!) new players, and then we sold 8 that did not fit to make that possible. This is hard transfer management, and not recommended to do in one window.
But a friend decided that he was going to try to win the PL with Palace first season, and this is what was needed to give the best shot.
On selecting players, we chose to sell Van Arnholt and buy Tsimikas instead. PVA is probably better but has a lot of his ability invested in pace, and therefore lacks some mental att. Tsimikas, however a bit less in CA, is more rounded and had the right abb in the right places. Scout the possible purchases on the first day, before pressing continue.
In player search you can search for the same roles as we did with staff.
The game shows you what a Mezzala needs. Search for the attributes according to the level you are playing at, and you will find players.

5.**Transfers.** Once having done all the above and identified who you might get, scouted them and found value it's time to bid.
Same goes for those who you don't want to keep. Transfer list and offer out without selecting value.
PS! It looks like you have bigger chance of getting bids, if offering players out on first day. Same goes for buying. The longer you wait, the value goes up.
Now one way to make a lot of transfers in one window is to "pay later".
This means bidding 20-30% upfront, and the rest in instalments after 1, 2 and 3 years.
This off course means you can get more expensive players now, and pay the bills later. Hope you get CL football, cause the bills are coming later! :)
For Maddison worth 45m we paid 15 up front at Palace, and 30 over three next years. This means only 15 will be drawn for you budget atm. Some also use x million after 50 games and so on.
For selling players, I always add selling team wage contribution of a 100 pounds and lock it, when offering out. This prevents teams offering what you want, but asking you to pay half the salary, making the bid worthless. If you then reject, their interest is gone! Nice trick to avoid this.

6. The most difficult point. **How to judge who to keep and sell?** Who will work in a tactic?
I will try to be brief, because this could be long. Much information.
Let's take two saves I have done with testing Kashmir 433.
Sheffield United and Crystal Palace.
Now these two are interesting, cause Sheffield United is supposedly the lesser team. Newly promoted and all. But in fact I judged I needed a lot more transfers with Palace. Their players don't fit neither the formation nor the technical demands of the tactic. Let's have a look:
Sheffield United had two excellent CBs in Egan and O'Connell, and some to spare. They are well rounded, have ok pace, as well as mental stats and defensive stats like marking tackling and positioning. They are also good in the air and that will add some corner goals.
Palace has Sakho. He lacks a bit in ball control but is ok. Cahill is the next, and he lacks pace and at 33 is getting on and is losing his legs. *Palace need another CB.*
Sheff UTD have two excellent wingbacks who are complete in Baldock and Stevens. Stevens is not a high ability player, but his stats are where they need to be. He can defend, run, cross.
Palace on the other hand has no one in WBR, and PVA in WBL, who has most of ability invested in pace and acc. He is lacking in mental stats and positioning. *We need two new CWBs.*
In midfield Sheff Utd have three good players for the roles. Norwood as DMC, Berge as CM, and Fleck is ok at Mezzala. They even have Lundstram on the bench. Palace have maybe one midfielder for the

CM position in Milivojevic, no DMC and no Mezzala. The ones they have are lacking technique, vision, flair and so on in McCarthy, McArthur and Koyate. These need to be sold for funds as *here Palace needs a Mez and a DMC.* Maddison is a good mezzala, and Llorente can be had on loan for the DMC role.
Sheff Utd have 4 strikers in Sharp, Mcgoldrick, Mousset and Mcburnie.
But none are pressing forward. *We need a pressing forward.*
Mitrovic, who is available for 20m in the championship fits. He is a pressing forward. But no funds. We need to sell Mcgoldrick to afford him. Then Mousset and Mcburnie can play on the sides in their advanced forward roles, and Mitro can press. Sharp will come off the bench and poach goals.
Crystal Palace have Tosun on loan, Benteke, and Ayew who can play upfront. Zaha is partly a striker, and can be trained into an Advanced forward. We don't use wingers, and Zaha is the best player. Let's put Zaha on the right striker. But again we need a pressing forward. Tosun and Benteke lack pace, work rate and team work to play this role, and Ayew is maybe at best a sub. Did anyone say Mitrovic again?? *Palace need two new strikers.* Funds are getting low.
Fischer looks good and cheap at 5m, he is also a ML and fits the left striker. Wait a minute? Zaha is also a MR and fits the right striker! Also Maddison as a MC can play AMC. This means we can also load knaps Kashmir oxford as a backup tactic! Zaha and Fischer will drop down to MR and ML, and Maddison will move up to AMC, and Milivojevic will swap with Meyer who is AMC. The rest are the same.

So that is how Sheff Utd ended up with just one signing, while Palace needed 7 for the first team.

This stuff I do every game, it does take a lot of time but is worth it. There are also decisions to be made about how you are going to manage the squad. Normally it takes an hour or two before I press continue the first time…
I get a first team, that is optimal to achieve the objective. But I also have a second 11 with maybe younger players, or players who I couldn't sell. This 11 I use in the cups, if target is to win league you cannot use 1st team in all games. You need to rest them some games, so they will have optimal fitness. For me the cups are not first objective, unless you are a small team down the league and need money.

For playing the games there are guides on shouts, and team talks if you google. RDF also has some posts with Sheff Utd where he makes tweaks tactically. Would suggest checking them all out.

A lot of the above might not be as obvious to you as it is to me, and as such I have explained things poorly, and you have questions. Feel free to ask! :)