



FREE STARTER WORKBOOK

Find Your First Online Business Idea After 50

A 20-minute workbook to turn the experience you already have into one clear idea, with AI doing the heavy lifting.

Created by Bryan Mitchell | Digital Work After 50

WHAT YOU'LL WALK AWAY WITH

1

skill you can build on

1

person you can help

1

problem worth solving

7

days of next steps

No complicated technology. No hype. One useful step at a time.

WELCOME

The hardest part isn't your age. It's knowing where to start.



Am I too late? Am I technical enough? What could I even sell? If those questions sound familiar, you're in the right place.

I'm Bryan. I spent 22 years in the Air Force medical field and 20+ years in school district IT. I'm about a year from retirement, and I'm building an online business on evenings and weekends so it's ready before the paycheck stops. I'm learning as I go, and I'll show you what I'm learning.

This workbook is short on purpose. Grab a pen and give it 20 minutes. You don't need the perfect idea today. You need one direction you can test.

HOW IT WORKS

Step 1: What you know → Step 2: Who you can help → Step 3: Their problem → Step 4: Let AI help
→ Step 5: Pick your path → Your next 7 days

STEP 1

Write down what you already know

Most of us underestimate what we know because we've done it for years. Look for knowledge that feels ordinary to you but would save someone else time, money, or frustration.

MY EXAMPLE

I help school staff sort out Student Information System problems. Broken into steps: confirm their role, ask what they expected to see, record the error, check the settings. That could become a one-page "Before You Contact Support" checklist. Small, specific, useful.

1. What have I done for work? (jobs, roles, systems, skills)

2. What do people already ask me for help with?

3. What hobbies or life experiences have I learned a lot about?

Circle one: the area I could talk about for 30 minutes without preparing.

STEP 2

Picture one person you could help

You're not shutting anyone out. You're making your message clear enough that the right person thinks, "That's me."

EXAMPLE

Pat, 58, still working. Has a few evenings a week. Comfortable with email, unsure about selling online. Pat says: *"Every video tells me to start somewhere different."* Pat doesn't need more tools. Pat needs one place to start.

Who is the person I understand well? (age, life stage, work situation)

What are they worried about or frustrated by?

What would they say in their own words?

Now complete the sentence:

I help _____ who want _____

but struggle with _____.

STEP 3

Choose one problem worth solving

A business starts with a problem, not a product. "Learn AI" is a topic. "I have experience, but I don't know what part of it could become something people pay for" is a problem.

Three problems my person is trying to solve:

1.

2.

3.

Check the boxes that are true for your best one:

- ☐ I understand this problem personally.
- ☐ I can explain it in plain language.
- ☐ I can help someone make progress on it.
- ☐ People are already asking about it.
- ☐ Solving it gives a clear, useful result.

The ONE problem I'll explore first:

STEP 4

Let AI do the heavy lifting

This is where most people over 50 get stuck, and where AI helps the most. You've done the thinking. Now let a free tool like ChatGPT help turn your answers into ideas you can act on.

Open ChatGPT (free at chatgpt.com), copy the prompt below, fill in the brackets with your answers from Steps 1-3, and press enter.

COPY THIS PROMPT

I'm over 50 and want to start a simple online business. My experience: [Step 1 answers]. The person I want to help: [Step 2 sentence]. Their biggest problem: [Step 3 answer].

Give me 5 simple online business ideas that fit my experience. For each one, tell me: (1) what I would offer, (2) how AI tools could do most of the work, and (3) the smallest first step I could take this week. Use plain language. I'm a beginner.

TIPS FROM BRYAN

If an answer is confusing, type: "Explain that like I've never done it before." If an idea doesn't fit, say: "That's not for me. Give me 3 more like idea #2." AI works best as a conversation, not a one-time question.

The idea from ChatGPT I like most:

STEP 5

Pick one path to test for 30 days

There are a few common ways to earn online. You can combine them later. For now, pick one. You're testing a direction, not making a lifetime commitment.

Digital products

A guide, checklist, or template that solves one small problem.

Services

Do a useful task for someone: writing, tech help, admin, design.

Coaching

Help someone directly with advice or planning.

Affiliate marketing

Recommend products you trust and earn a commission.

The path I'm taking: AI Digital Arbitrage

In plain terms, it means using AI tools to do work that people and businesses already pay for. AI handles much of the creating, and you handle the people side. I chose it because it uses what I already have (experience and good communication) and doesn't require me to be a tech wizard.

I'm learning it through **The AI Arbitrage Blueprint** by my mentor, Richard Yu. If you want to see what I'm learning, you can take a look here:

See the AI Arbitrage Blueprint

<https://jvz7.com/c/3616549/434205>

Disclosure: This is an affiliate link. If you buy through it, I may earn a commission at no extra cost to you. Results vary and depend on your effort; there's no guarantee of income.

The path I'll test first, and why:

PUT IT INTO ACTION

Your next 7 days

- ☐ **Day 1:** Finish Steps 1-3 in this workbook.
- ☐ **Day 2:** Run the ChatGPT prompt and pick your favorite idea.
- ☐ **Day 3:** Ask 3 people who match your person: "What's the hardest part about ____ right now?"
- ☐ **Day 4:** Write down the exact words they used.
- ☐ **Day 5:** Choose your path from Step 5.
- ☐ **Day 6:** Take the smallest first step ChatGPT suggested.
- ☐ **Day 7:** Reply to my email and tell me how it went.

MY ONE-PAGE SNAPSHOT

MY PERSON
_____**THEIR PROBLEM**
_____**MY IDEA**
_____**MY PATH**
_____**MY NEXT STEP**

ONE FINAL THOUGHT

We have decades of experience. Now we're learning to use it differently.

You don't need the next five years figured out. You need the next useful step.

I'm doing this too. I'm building Digital Work After 50 at 63, starting from zero, and sharing the wins, the mistakes, and the lessons along the way. The point isn't to pretend this is easy. The point is to prove experience still has value.

WHAT'S YOUR BIGGEST ROADBLOCK?

Hit reply on the email that sent you this workbook and tell me the ONE thing stopping you right now. Just send the letter:

A Technology **B** I don't know where to start **C** I don't know what I could sell **D** I'm worried it won't work

I read every reply. Your answer helps me decide what to make next.

Want to go deeper?

This is the short version. The full **Digital Work After 50 Roadmap Workbook** walks you through every step in detail, with worked examples, customer research pages, a full 30-day plan, and a one-page business plan. Watch your email for details.

Talk soon,

Bryan

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