

# The Night Shift Starter

*A short playbook for the hour after the kids are asleep. Nothing to buy.*

I wrote this because one page of pep talk is not enough. You already know you should 'pick one thing.' You need the hour, the quiz, the first step of each path, the accounts, and seven nights written down so 9:15pm is not a blank screen.

This is the front of the Dad Hustle Toolkit - enough to start tonight and finish a first week. The Toolkit is the rest: six full blueprints, the 30-night plan, the prompt vault, and the tool directory. Use this first. Buy that only if you actually want the next 23 nights written for you.

## WHAT'S INSIDE

- 1 Tonight's 90 minutes - how to spend the block, and what not to do.
- 2 The Dad Fit quiz - three questions, one path, a line you sign.
- 3 First step for each path - so minutes 25-85 have a real job.
- 4 Setup Night (lite) - four free accounts and one folder.
- 5 Your first 7 nights - one task each. Two of them are rest.
- 6 One copy-paste prompt - find a narrow problem worth solving.

## HOW TO USE IT TONIGHT

Print it or keep it on the laptop. Do pages 2 and 3 in order. Then do only the first step of the path you circled. If the house explodes at minute 40, write tomorrow's six-word action and close the lid. That still counts.

**1 · TONIGHT'S 90 MINUTES****Do not spend this block picking a hustle.**

Kids down. Laptop open. Phone in another room. You get one block - about 90 minutes if the house stays quiet. The job is the quiz, then one first step. Not a logo. Not a domain. Not another PDF.

**0-10 MIN**

Phone in another room. At the top of a note write: Build one small thing worth selling, after bedtime, without touching family time.

**10-25 MIN**

Answer the three questions on the next page. Circle one path. Cross the other five out with a pen. If you skip the crossing-out, you will start two.

**25-85 MIN**

Do only the first step of the path you circled (page 3). Open the free account, write the one-sentence offer, or name the one small product. Nothing else.

**LAST 5 MIN**

Write tomorrow's first action in six words. Close the laptop. That is a full night.

**DO NOT DO ANY OF THIS TONIGHT**

- Buy a course, a domain, or a logo pack.
- Register an LLC or announce anything.
- Design a brand. You do not have a brand yet. You have a Tuesday.
- Open a fifth tab of 'best side hustles 2026.'
- Quit anything. The paycheck is the runway.
- Spend money. If a tool asks for a card tonight, you picked the wrong tool.

**2 · THREE QUESTIONS (DAD FIT, LITE)**

Answer as the dad you are at 10pm, not the one you wish you were at 6am. The default if nothing screams: a tiny digital product. Override that only if your answers point somewhere else.

- A. Do you have a skill people already pay for?    Yes / Sort of / No  
 B. Cash this month, or can the runway wait a season?    Fast / Patient  
 C. Camera or mic - no chance, or you'd try?    Hidden / Willing

**YOUR ANSWERS -> YOUR PATH**

- Yes + Fast -> Freelance the skill you already have.
- Yes + Patient -> Package it (service-made-simple) or a tiny digital product.
- No + Hidden + Patient -> Tiny digital product. Honest default.
- Willing on camera + Patient -> Faceless content engine, or a niche newsletter.
- You know your town and like talking -> Local micro-offer.

*'Why not both' is fear in ambition's jacket. Two half-dug wells is just two holes.*

**WRITE THIS DOWN. MENTAL COMMITMENTS EVAPORATE BY THURSDAY.**

My one path: \_\_\_\_\_

My 30-day outcome (finishable, not 'make money'): \_\_\_\_\_

My bedtime rule I will not break: \_\_\_\_\_

Signed / dated: \_\_\_\_\_

**3 · FIRST STEP OF THE PATH YOU CIRCLED**

This is minutes 25-85. Do the one that matches the circle. Leave the rest unread.

**Freelance the skill**

Write one sentence: I help [who] do [job] so they can [result]. Then list five people who have already asked you for this - coworkers, group-chat dads, old clients. Tomorrow you message one of them. Tonight you only write the list.

**Service-made-simple**

Name the repeatable job (not 'I do marketing' - 'I cut 8 weekly Reels for one local shop'). Write the offer in one line with a price you would not be embarrassed to say out loud. Do not build a website.

**Tiny digital product (honest default)**

Name the one small thing: a template, a one-page checklist, a preset pack. Write the title and the person it's for. Open a blank doc and dump the outline in ugly bullets. That file is the start of the product.

**Content engine**

Write: I help [who] with [what] in [one platform]. Pick Instagram or TikTok or YouTube - one. Draft three hooks in Notes. Do not film tonight unless you still have 20 quiet minutes after that.

**Niche newsletter**

Write the weekly topic in eight words. Open a free Beehiiv or Buttondown. Do not write issue one. Title the publication and write the one-sentence promise for the subscribe page.

**Local micro-offer**

Write one concrete problem a business on your drive already has (Google profile, simple site, review replies). List three places you would walk into. Tonight you only write the list.

#### 4 · SETUP NIGHT (LITE)

You are not making a product tonight. You are killing every 'I still have to sign up' excuse the next six nights will throw at you. Use a brand-new free Gmail that is only for this - not the school-pickup inbox.

##### THINK

ChatGPT (chatgpt.com) or Claude (claude.ai). Pick one. Free tier.

##### STORE

Notion (notion.com) - one page titled with a working handle. Good enough is the name.

##### FILES

Google Drive. One folder. Four subfolders: Ideas / Assets / Drafts / Shipped.

##### SELL LATER

Gumroad (gumroad.com) - free to open, takes a cut only when something sells. No card tonight.

Create the account, verify the email, close the tab. Do not 'just look around' Canva. Pin the one-sentence goal at the top of the Notion page. Store the logins in a password manager, not a doc called passwords.

#### 5 · YOUR FIRST 7 NIGHTS

One evening = one task. Miss a night? Do not restart. Do not double up. Resume the next number. Two rest nights are on the plan on purpose.

- Night 1 - Lock the sentence: I help [who] with [what].
- Night 2 - Finish Setup Night if you skipped it. Log into every account once.
- Night 3 - Save three good examples of your path. One note each on why they work.
- Night 4 - REST. Close the laptop. This is not a catch-up night.
- Night 5 - Draft the first ugly asset (outline, script, or offer). Rough is the point.
- Night 6 - Make version 0.1 as a file you could theoretically show someone.
- Night 7 - REST + 10 minutes: what shipped, what I learned, what's night 8.

**6 · ONE PROMPT YOU CAN PASTE TONIGHT**

Free ChatGPT or Claude. Replace the brackets. This is clay, not a finished thing. If the output reads like a brochure, it is one - cut it until it sounds like you.

**The Niche Finder**

*What it's for: a specific person with a specific recurring frustration.*

You are a market researcher who finds narrow, painful problems.

CONTEXT: I'm a working dad with the skills/interests: [YOUR SKILLS, e.g. spreadsheets, coaching youth soccer, fixing bikes]. I have 60-90 minutes a night. I want to serve a specific group of people.

TASK: Give me 10 narrow audience + problem pairs where someone would happily pay for a solution.

CONSTRAINTS: No broad markets (fitness, parents). Each must name a SPECIFIC person and a SPECIFIC recurring frustration. Avoid anything requiring a license or medical claim.

FORMAT: A table with columns: Who exactly | The painful problem | Why they'd pay to fix it.

Cross off anything you'd be bored serving in six months. Keep two. Circle one. That circle is more valuable than another hour of research.

**IF YOU WANT THE REST**

The Dad Hustle Toolkit is \$27, one time. Six full blueprints, the complete 30-night plan, the rest of the prompt vault, and a free-first tool directory with no affiliate links. I wrote it after bedtime. I haven't sold a copy yet.

*dadhustlehq.shop · no income claims · keep the job*