

The Daily Operating Loop

The morning checklist a lean ecommerce store actually runs on. This is the exact loop we run on Walkie Walkie every day, the one an AI cofounder does for you so you get your mornings back. Work top to bottom, and trust the "safe to skip" line as much as the checklist.

01

Read the store

Yesterday's sales, sessions and conversion at a glance. Anything broken, sold out, or suddenly quiet.

Safe to skip: hour by hour numbers. Look at the trend, not the noise.

03

Check the ads

Meta and Google: spend, and whether anything is clearly winning or clearly bleeding. Pause the bleed, feed the winner.

Safe to skip: daily bid tinkering. Give a change a few days before you judge it.

05

Store hygiene

Broken links, missing sizes, a stale banner, the small SEO housekeeping that quietly costs sales.

Safe to skip: a full site audit. Fix what's visibly wrong today, log the rest.

07

Read the traffic

Where visitors came from and where they dropped. The one behaviour signal worth acting on this week.

Safe to skip: vanity dashboards. One insight you'll act on beats ten you won't.

02

Clear the orders

Work the day's orders and fulfillment. Flag anything stuck, high value, or needing a human note.

Safe to skip: reorganising the whole queue. Handle exceptions, leave the rest.

04

Answer the inbox

The customer questions and the one follow up email you keep meaning to send. Reply by name, not "Hi there".

Safe to skip: writing each reply from scratch. The same three questions repeat, template them.

06

Ship the content

Post the day's piece and reply to the comments and DMs it earns. Consistency beats the perfect post.

Safe to skip: chasing a viral idea. Show up daily, let the reach compound.

08

Name the one move

Close the loop: what mattered today, and the single most useful thing to do next. Everything else waits.

Safe to skip: a long to do list. One clear move beats a page of good intentions.