

A Day in the Life of an Online Seller

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The sun hasn't even risen, and your phone is already buzzing. Another client has messaged: *"Is my order confirmed? When will it arrive?"* You sip your coffee, scrolling through WhatsApp, email, and SMS, mentally preparing for the day ahead.

You start with your products. Hours ago, you uploaded new stock to your website, but now you're double-checking every photo and description. Each item has to *tell its own story* — features, sizes, benefits — so that clients feel confident buying even when you're not there. It feels impossible to make images and text convey the same passion you have when speaking directly.

Orders start rolling in. You confirm one, dispatch another, and suddenly realize you've got three more deliveries scheduled today. You begin notifying clients: *"Your order is confirmed. Your package is on the way. Here's your tracking number."* Just as you finish, another ping comes: a client asking if the item is in stock. You sigh — keeping everyone updated feels like running a full-time customer service operation on top of your business.

Then comes delivery time. One package got misplaced, another courier is late, and you're scrambling to figure out which order hasn't left the warehouse yet. You hate the thought of disappointing a client because of something as simple as a missing item.

Payments are next. You check your accounts: M-Pesa transactions, card payments, bank transfers. Has everyone paid? Who still owes you? You send confirmations, then remind clients about delivery schedules, then check that the packages actually arrive. Each step is essential, but it steals chunks of your day.

It is not that we have too little time to do all the things we need to do, but that we feel the weight of every task at once. — **Seneca**

By evening, your body is tired, and your mind is buzzing. You glance at your laptop: new orders have arrived, client messages are piling up, and tomorrow promises to be just as intense. Running an online store is exciting, yes, but it's exhausting too.

What you need is a system that does the heavy lifting — presenting your products beautifully, automating client updates, tracking deliveries end-to-end, and confirming payments seamlessly. Because at the end of the day, you shouldn't just be selling products — you should be running your business, not chasing it.

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