

The 6 C's Daily CEO Checklist

10 minutes a day to run your business — not the other way around.

DATE / FECHA

You don't need a perfect system — you need a **consistent one**. Use this checklist every morning to audit where you are, make one intentional decision in each area, and track your one win for the day. Five minutes in, five minutes out. That's how chaos becomes clarity. **One check at a time.**

1 Clarity CLARIDAD

IS MY MESSAGE CLEAR?

Does my business communicate what I do — and who it's for?

- ☐ My offer is clear and consistent everywhere people find me
- ☐ I can explain what I do in 30 seconds without stumbling
- ☐ One thing to update or clarify today: _____

TODAY'S CLARITY WIN → _____

2 Capture CAPTURAR

NOTHING SLIPS TODAY

Did I capture every lead, task, and idea in one place?

- ☐ All new tasks and ideas are in my one capture system
- ☐ Every inquiry and DM has a response or follow-up scheduled
- ☐ Lead I need to follow up with: _____

TODAY'S CAPTURE WIN → _____

3 Choose ELEGIR

MY #1 PRIORITY TODAY

Do I know the ONE thing that moves my business forward today?

- ☐ I've identified my ONE most important task for today
- ☐ That task is scheduled — not just on a list
- ☐ My #1 task today: _____

TODAY'S CHOOSE WIN → _____

4 Cut RECORTAR

ONLY MY WORK TODAY

Am I protecting my time from work that isn't truly mine?

- ☐ I said no to — or delegated — at least one task today
- ☐ I charged or plan to charge my full rate, no exceptions
- ☐ One thing I'm cutting or delegating: _____

TODAY'S CUT WIN → _____

5 Calendar CALENDARIO

PRIORITIES ON THE CALENDAR

Are my priorities actually blocked on my calendar?

- ☐ My most important work has a specific time block today
- ☐ Tomorrow's content is planned or already scheduled
- ☐ Protected focus time today: _____ to _____

TODAY'S CALENDAR WIN → _____

6 Close the Loop CERRAR EL CICLO

END WITH A REVIEW

Did I finish the day knowing what happened and what's next?

- ☐ I reviewed: what came in, what I finished, what's next
- ☐ Revenue / inquiries this week: noted and tracked
- ☐ One thing I'm documenting today: _____

TODAY'S CLOSE-THE-LOOP WIN → _____

MY BIGGEST WIN TODAY / MI MAYOR LOGRO HOY

WHAT I'LL CARRY INTO TOMORROW / PARA MAÑANA

HOW I FELT RUNNING MY BUSINESS TODAY / CÓMO ME SENTÍ