



# DEMYSTIFYING WHITE-LABEL: WHAT IT REALLY TAKES TO RUN YOUR BUSINESS IN A BOX

Presented by:  
Joe Brannon, Founder & CEO at textLIVING



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A great white-label platform is like having a sports car without a driver. It offers all the power and growth if you know how to drive it correctly.

- Joe Brannon, Founder & CEO of textLIVING



# COMMON MISCONCEPTIONS ABOUT WHITE-LABELING SOFTWARE

MYTH = You need a technical background to venture into software sales.

FACT = White-labeling allows you to partner with a company that possesses all the technical expertise. You can focus on your strengths while they handle the technical aspects, creating a powerful synergy.

# COMMON MISCONCEPTIONS ABOUT WHITE-LABELING SOFTWARE

**MYTH** = Being a white-label partner means you're just a reseller.

**FACT** = With a genuine white-label solution, it's your business to shape. You can infuse your brand identity, set pricing as you see fit, and present the product to the market on your terms.



# COMMON MISCONCEPTIONS ABOUT WHITE-LABELING SOFTWARE

MYTH = You will experience instant success.

**FACT = Building a business takes time. In the world of white-label software, dedication, discipline, resilience, and consistency are the true cornerstones of success.**

# Real-World Case Studies of White-Label Success





# NON-TECH-SAVVY BIZ DEV PRO

- Has sales experience, business acumen, and a proven process
- Impact = now earns \$100k in annual residual income

Read more white-label partner reviews at  
[textLIVING.com](https://textLIVING.com)





# MARKETING AGENCY

- Specializes in marketing for merchants and restaurants
- Seized the opportunity to offer a software solution to complement their agency service
- Impact = Generate \$30k a month in monthly residual revenue

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# SOFTWARE ENTREPRENEUR

- Launched with the goal of building a large-scale software company
- Focused on recruiting, training, and equipping 1099 sales reps
- Impact = Supports more than 4,000 merchants with our platform

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# WHITE-LABEL TERMINOLOGY

Understanding key terminology and concepts related to white-label before partnering with a software company is crucial. Here are some important terms and concepts to be familiar with:

- **Partner:** A company or individual that purchases white-label software from the original developer and sells it to their own customers under their brand.
- **White-Label Partner Agreement:** A formal contract that outlines the rights, responsibilities, and expectations of both the partner and the white-label software provider.
- **License Agreement:** The legal contract that outlines the terms and conditions under which the partner can use, modify, and distribute the white-label software.

# WHITE-LABEL TERMINOLOGY

- **Branding:** The process of customizing the white-label software's user interface, design, and overall look to align with the reseller's brand identity.
- **Customization:** The ability to modify and adapt the white-label software to meet specific needs, features, or functionalities required by the reseller or their clients.
- **Hosting:** The infrastructure and services required to run the white-label software, including servers, databases, and network resources.
- **Scalability:** The software's ability to handle increased usage, users, or data without a significant decrease in performance or stability.
- **Support and Maintenance:** The ongoing assistance and updates provided by the white-label software provider to ensure the software remains functional, secure, and up-to-date.

# WHITE-LABEL TERMINOLOGY

- **Onboarding and Training:** The process of introducing the partner's team to the white-label software, including training on how to use, sell, and support it.
- **Go-to-Market Strategy:** The plan for how the partner will introduce, promote, and sell the white-label software to their target audience.
- **Attrition Rate:** The rate at which customers or subscribers discontinue or cancel their relationship with a software. It is a critical metric for businesses, especially those operating on a subscription or recurring revenue model.



# BEST PRACTICES FOR RESEARCHING WHITE-LABEL SOFTWARE SOLUTIONS

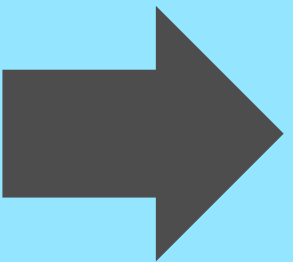
When it comes to selecting the best white-label software platform, it's important to do your research. Here are a few important steps to consider:

1. **Start by identifying white-label platforms for industries or areas that interest you.** You want to believe in the product you're selling. When you're genuinely interested in the subject matter, your conversations with potential clients become more engaging, and your excitement is contagious.
2. **Seek out platforms with a wide range of features and support.** Platforms that offer a wide range of features can provide greater flexibility to meet the specific needs of your business. You should also look for a platform that offers ongoing training and support. This shows that the platform provider is committed to your success.
3. **Choose a white-label provider that offers a proven sales strategy to gain customers.** A documented history of success means they have a clear understanding of the market, a well-defined sales process, and a team of experienced salespeople who can offer tips and best practices for building your book of business.

# QUESTIONS FOR EVALUATING WHITE-LABEL SOFTWARE SOLUTIONS

As you research each platform or speak with white-label representatives, here are a few helpful questions to ask:

1. **What industries have successfully used your white-label solution?** This will help you gauge the software's versatility and potential fit for your target market.
2. **How many customers are using the platform?** Rather than evaluating the number of white-label partners, you want to know if the software has a proven track record with the end user.
3. **What is the customer attrition rate?** Low customer attrition ensures a stable and predictable revenue stream. The best software companies create stickiness with their customers.



# QUESTIONS FOR EVALUATING WHITE-LABEL SOFTWARE SOLUTIONS



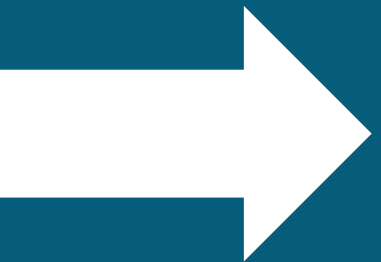
4. **Can you provide customer case studies or success stories?** This information can offer insights into the potential benefits of the platform for the prospects you will sell it to.
5. **What ongoing technical support is available?** Prompt and reliable support can significantly impact your ability to provide a seamless experience to your customers.
6. **What marketing and sales support do you provide?** A partner that provides robust marketing resources can give you a competitive edge.
7. **Can I speak with current white-label partners?** Their firsthand experiences and insights can provide valuable perspectives on the partnership and its benefits.

# INSIGHTFUL QUESTIONS TO BUILD YOUR WHITE-LABEL SOFTWARE BUSINESS BEFORE YOU LAUNCH

Here are a few helpful questions that will help you assess the feasibility and potential challenges of launching a white-label software business.

## Market Analysis:

1. What is my target market? Who are my potential target customers?
2. What industries or sectors do I want to focus on that will benefit most from our solutions?
3. Is there a demand for the specific software products that I plan to offer?
4. Who are the other competitors in the market? Is it saturated?
5. What makes our software unique or better than theirs?
6. What pricing models are common in the industry, and how will I position my offerings?



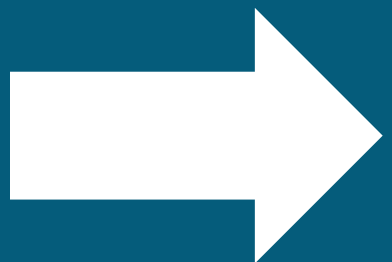


## **Value Proposition:**

7. What are the key features and benefits that differentiate this software from competitors?
8. How will this software help businesses increase revenue and build stronger and more loyal customer relationships?

## **Business Strategy:**

9. What will be my go-to-market strategy?
10. How will I reach and acquire customers?
11. Am I confident in my sales ability, or do I need to find a business partner who specializes in sales or hire a full-time salesperson?



## **Technical Considerations:**

- 12. Is the software scalable and adaptable to different customer requirements?
- 13. How will I handle software updates, maintenance, and customer support?

## **Support and Training:**

- 14. How will I provide customer support and handle technical issues or inquiries?
- 15. What specific training, resources, and documentation are provided to me to build my white-label software business?

# MORE RESOURCES TO EXPLORE

- VIDEO: [How to Build a Profitable White-Label Software Company in 90 Days](#)
  - In this video, Joe Brannon offers a step-by-step guide to building a profitable software company in 90 days.
- [Explore our entire library of resources.](#)





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