



# A DAY IN THE LIFE OF A SUCCESSFUL WHITE-LABEL SOFTWARE ENTREPRENEUR

**PRESENTED BY:**

Joe Brannon, Founder & CEO of textLIVING

Phil Ludwig, President & CEO of SenText



# ROAD MAP

Key Insights from “A Day in the Life” Conversation

Bonus Resources to Explore White-Labeling Software



“

DON'T BE AFRAID TO ASK "THE QUESTION BEHIND THE QUESTION" TO DIG A LITTLE DEEPER INTO A CUSTOMER'S SPECIFIC NEEDS AND CHALLENGES.

-JOE BRANNON





Do you believe in the product? Will you get out of bed every day? When a merchant says no, will you go to the next one and the next and the next? Because merchants are going to sign up. Every merchant in the world is going to sign up for texting one day. How many are you going to sign up?

**-PHIL LUDWIG**  
PRESIDENT OF SENTEXT

# MARKET ANALYSIS QUESTIONS TO EVALUATE WHITE-LABEL SOFTWARE

- 01** What is my target market? Who are my potential target customers?
- 02** What industries or sectors do I want to focus on that will benefit most from our solutions?
- 03** Is there a demand for the specific software products that I plan to offer?
- 04** Who are the other competitors in the market? Is it saturated?
- 05** What makes this software unique or superior to the competition?
- 06** What pricing models are common in the industry, and how will I position my offerings?

# BUSINESS STRATEGY QUESTIONS TO EVALUATE WHITE-LABEL SOFTWARE

- 01** What are the key features and benefits that differentiate this software from competitors?
- 02** How will this software help businesses increase revenue and build stronger and more loyal customer relationships?
- 03** What will be my go-to-market strategy?
- 04** How will I reach and acquire customers?
- 05** Am I confident in my sales ability, or do I need to hire a full-time salesperson or find a business partner who specializes in sales?

# TECHNICAL & SUPPORT QUESTIONS TO EVALUATE WHITE-LABEL SOFTWARE

- 01** — Is the software scalable and adaptable to different customer requirements?
- 02** — How will I handle software updates, maintenance, and customer support?
- 03** — How will I provide customer support and handle technical issues or inquiries?
- 04** — What specific training, resources, and documentation are provided to help me build my white-label software business?

# PERSONAL REFLECTION QUESTIONS

If you're deciding if white-labeling software is right for you, here are a few thought-provoking questions that will help you gain clarity and make informed decisions.

**01** — Am I genuinely interested in the software industry and technology I am looking at?

**02** — Do I believe I will be motivated and enthusiastic about running a software business in the long term?

**03** — Can I be disciplined and consistently do the hard things every day to be a successful software entrepreneur?

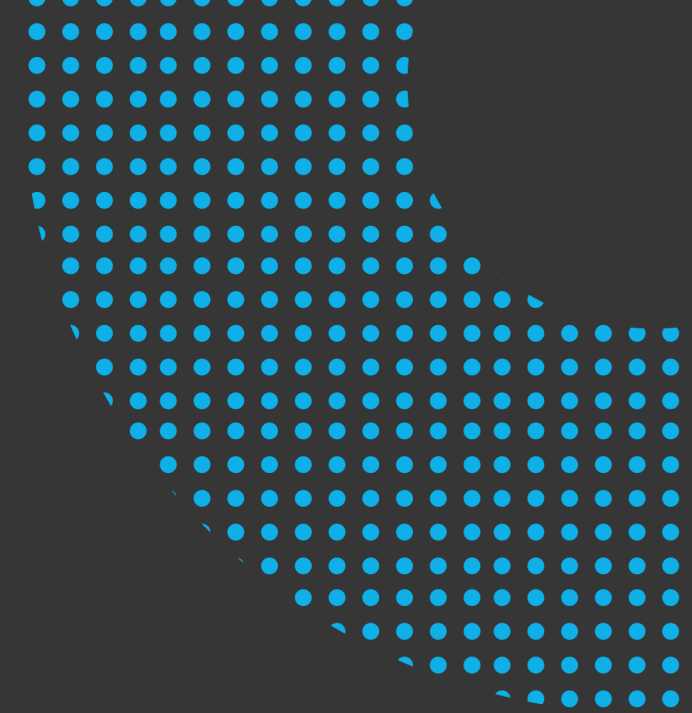
**04** — Am I comfortable taking risks and handling the uncertainties associated with starting and running a business?

**05** — Do I possess the necessary entrepreneurial skills, such as problem-solving, decision-making, and adaptability?



# PERSONAL REFLECTION QUESTIONS

## CONTINUED



**06** — Am I willing to dedicate significant time and effort to launch and grow my business?

**07** — Do I have the support system or resources to manage my personal and professional life effectively?

**08** — Do I have a plan for generating revenue and sustaining my business financially?

**09** — What are my key strengths and skills that can contribute to the success of the business?

**10** — What areas might I need to improve in or seek assistance with?

# 5 BEST PRACTICES FOR WHITE-LABELING SOFTWARE AS A SIDE HUSTLE

## **01 Define your expectations and set clear goals.**

— How do you want to balance your side hustle with your main job or other responsibilities? What kind of work-life balance do you want to have while pursuing your software sales goals?

## **02 Follow a proven process.**

— Does the white-label company offer a proven sales process that will help you reduce your learning curve?

## **03 Prioritize your most fruitful tasks.**

— What tasks have the most significant impact on your overall sales effectiveness and align with your long-term goals?

# TACTICS FOR SUCCESS

- 01 Work to build confidence, not EGO**
- 02 Experiment**
- 03 Follow a Proven and Repeatable Processes**
- 04 Define your expectations and set clear personal and professional goals and business KPIs.**
- 05 Be Disciplined and Accountable to your Goals and KPIs**
- 06 Be Flexible**

# 5 BEST PRACTICES FOR WHITE-LABELING SOFTWARE AS A SIDE HUSTLE

## **04 Use your expertise and relationships to identify quick wins.**

Who are your ideal customers? How can you leverage your existing expertise and relationships to schedule your first 10 demos?

## **05 Identify and eliminate dead ends and distractions.**

Is the prospect willing to discuss their integration process, budget, and potential roadblocks, or do they avoid these topics and offer little transparency?

# 5 BEST PRACTICES FOR WHITE-LABELING SOFTWARE AS A SIDE HUSTLE

## **04 Use your expertise and relationships to identify quick wins.**

Who are your ideal customers? How can you leverage your existing expertise and relationships to schedule your first 10 demos?

## **05 Identify and eliminate dead ends and distractions.**

Is the prospect willing to discuss their integration process, budget, and potential roadblocks, or do they avoid these topics and offer little transparency?

# PRO FORMA SPREADSHEET

Download our free pro forma sheet to explore potential earnings and income forecasting with textLIVING

[DOWNLOAD HERE](#)

# MORE RESOURCES TO EXPLORE

- [ProTalks Episode 2: How to Earn an Extra \\$6,000 per Month with textLIVING](#)
- [ProTalks Episode 3: Demystifying White-Label Software](#)
- [Explore our entire library of resources.](#)



Schedule a free demo of textLIVING's  
marketing software

[textliving.com](https://textliving.com)

