



# NO LABEL Studios

White Label Design & Build

## White Label Partner **Vetting** Sheet

1. **Their goals should align with your own.** (Don't partner with an agency that is the opposite to you and your believes)

2. **Don't stand for "okay".** (If you're not happy with their processes or how they work, communicate etc, don't engage)

3. **Their reputation should be spotless.** (You're not the only one who needs to be clean of any controversy or bad practices, your outsourcing partner should have gleaming reviews and be trustworthy)



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4. Do they have testimonials that can back up the quality of their work? (If not then ask to verify their reputation some other way)

5. **They're honest.** (There's a lot at stake if something goes wrong. You need someone who will hold their hands up and offer to fix any issues that arise. Do they appear to be trustworthy and honest?)

6. Do they allow you to test their capabilities? (I strongly believe you should be able to test your outsourcing partners abilities, and that of their team, with a simple small job. Be prepared to pay for this - you can't expect them to drop everything and do free work)



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7. Do they provide a contract that clearly defines and sets expectations or **outcomes**? (Never engage with a white label agency that does not provide written contracts or you leave yourself open to legal woes)

8. Does your candidate work with any Project Management systems that help keep projects on track? (All professional white label agencies should use an industry standard PM tool, we use ClickUp for example)



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