

Whitelabel WordPress Development Partnership Worksheet

A list of things you need to consider before choosing a whitelabel partner.
Fill in your answers to the questions and evaluate if you should hire a whitelabel partner and how to start an effective outsourcing partnership.

Goals

What are my goals for partnering with a whitelabel WordPress development team?

What do I define success of this whitelabel partnership as?

Needs (What are my needs?)

How many websites do I build or provide support to monthly on an average?

Do I have inhouse team of developers? Or do I need help with overflow?

Do I need a full time developer, part time or contractors?

Do I need help with website support and maintenance?

Yes

No

What are the 3 (or more) most important qualities I want in a WordPress developer e.g
Communication, quality of work/code, following instructions, good design skills, responsiveness, meeting deadlines, minimal need for supervision.

What is my tech stack? (list tools used in your agency for building and maintaining websites e.g Elementor, Oxygen, Gutenberg, ACF Pro, Woocommerce e.t.c.)

Does the whitelabel partner have proficiency with and possess skills using these tools my agency uses?

- Yes
- No
- Some tools, but not all

Project Management tool

Do I want to use the white label partner's project management tool or mine? (Select which is of the option is more efficient and convenient for you)

- My PM tool, ofcourse!
- Whitelabel Partner's PM tool

Communication

Who in my team will handle communication with the whitelabel partner on outsourced projects and tasks?

(Or) Do I want my whitelabel partner to communicate with my clients?

- Yes
- No

If yes, which email address can I use for email communication with clients e.g support@mydomain.com

Sales (use this to evaluate you have enough projects to hire the whitelabel partner on a monthly basis or per project)

Do I have a sales process/lead generation system for getting new clients?

- Yes
- Ehh, kind of!
- No

Do I have a steady pipeline of new projects monthly?

- Yes
- Ehh, kind of!
- No

Does the projects I have justify hiring a full time, part time or white label partner for ad hoc help or one-off projects?

- Yes
- No

Pricing (use this to evaluate if the whitelabel partner pricing leaves significant profit margin for you and is viable)

My pricing for websites starts from _____(minimum amount for a simple website) and ranges up to _____(USD)

Ideal Profit Margin for a website is _____ (%)

My hourly pricing is _____ (per hour)