

White Label IQ's Partner Pressure-Test Checklist

10 Questions. 20 Points. One Decision.

How to Use It

- Ask each question in your next partner call.
 - Score their answer: **2 = Green / Safe**, **1 = Yellow / Mixed**, **0 = Red / Risk**.
 - Total your score.
 - Use the guide at the bottom to decide: proceed, pilot, or walk away.
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The 10 Questions

#	Question	Expected Answers	Score (0-2)	Notes
1	Scope Integrity	Green Flag Answer: Fixed quotes, clear assumptions, milestone billing Red Flag Answer: Vague pricing, "we'll figure it out"		
2	Deadline Slips	Green Flag Answer: Proactive updates, backup plan, escalation path Red Flag Answer:		

#	Question	Expected Answers	Score (0-2)	Notes
		Silence until day-of, excuses		
3	Client Communication	Green Flag Answer: Agency is sole client contact Red Flag Answer: Direct-to-client "if needed"		
4	Quality Control	Green Flag Answer: Documented QA, peer review, defect logs Red Flag Answer: Devs self-test, "no issues before"		
5	Flexibility	Green Flag Answer: Scale up/down, no hidden penalties Red Flag Answer: Lock-ins, heavy minimums		
6	Track Record	Green Flag Answer: Agency references, white-label cases Red Flag Answer: Only direct-to-client work		
7	Confidentiality	Green Flag Answer: NDA standard, strict white-label Red Flag Answer:		

#	Question	Expected Answers	Score (0–2)	Notes
		Portfolio/co-brand requirements		
8	Pricing Transparency	Green Flag Answer: Itemized quotes, inclusions/exclusions Red Flag Answer: Surprise add-ons, "TBD" items		
9	Industry Shifts	Green Flag Answer: Invests in AI, training, adapts processes Red Flag Answer: "We do it the same way"		
10	Cultural Fit	Green Flag Answer: Aligns with workflows, values collaboration Red Flag Answer: Rigid, dismissive		

Score Your Partner

- **17–20 (Green):** Safe to proceed.
- **12–16 (Yellow):** Pilot carefully, add safeguards.
- **0–11 (Red):** Don't proceed.

Reminder: This checklist doesn't replace judgment. It sharpens it.