

SCOPE ANALYSIS · DECISION SUMMARY

Monthly Social Content Package

Original project value · €3,500 / month

CLIENT REQUEST ANALYZED

“The first videos look great. Could we do 8 videos this month instead of 4? We would also like versions formatted for TikTok and Instagram Reels.”

OUT OF SCOPE

New paid work detected.

The request doubles monthly video volume and adds platform-specific outputs, materially changing both quantity and production complexity.

SCOPENUDGE CONFIDENCE

Clear mismatch between the agreed scope and the new request.

HIGH

Additional work

20-31 h

Recommended fee

€2,400 + VAT

Timeline impact

+2-3 business days

Margin at risk

€2,400

RECOMMENDED COMMERCIAL ACTION

Treat this month as a €2,400 + VAT paid change order, or upgrade the recurring package to €5,900 + VAT/month if 8 videos plus platform adaptations become the new baseline.

KEY ASSUMPTIONS BEHIND THIS ESTIMATE

- The client wants 8 videos total this month, not 8 additional videos.
- The four added videos have similar creative complexity to the existing package.
- TikTok/Reels versions are adaptations, not separate concepts or shoots.
- One revision round per video remains the standard.

WHY IT WAS FLAGGED

What changed from the original scope.

ScopeNudge separates normal delivery from genuinely new work, then ties the difference to contract evidence.

ORIGINAL SCOPE

4 short-form videos per month · 1 final format per video · editing and basic motion graphics · 1 revision round per video · monthly content planning.

Scope item	Original agreement	New request	Assessment
Monthly volume	4 videos	8 videos total	OUT OF SCOPE
Delivery formats	1 final format / video	TikTok + Reels versions	OUT OF SCOPE
Editing	Included for 4 videos	Editing for 4 added videos	OUT OF SCOPE
Revision rounds	1 round / video	1 round / video	IN SCOPE
New creative concepts	Not included	Not explicitly requested	CLARIFY

NEW DELIVERABLE 01

4 additional videos

Four more videos add production, editing, review and delivery workload beyond the signed monthly package.

NEW DELIVERABLE 02

TikTok + Reels adaptations

Platform-specific reframing, caption/graphic adjustments, exports and QA create additional deliverables for each video.

QUESTIONS TO CLARIFY BEFORE APPROVAL

- Does "8 videos" mean 8 total or 8 additional videos?
- Are TikTok and Reels versions simple reframes or unique edits?
- Are new hooks, captions or platform-specific creative concepts expected?
- Will the client keep the existing approval/revision cadence?

WORKLOAD + PRICING

Turn the scope delta into a defensible fee.

The estimate below is built from concrete workstreams and explicit assumptions - not a single opaque number.

Workstream	Estimate
Production and editing for 4 additional videos	12-16 h
TikTok / Reels reframing and formatting	4-6 h
Caption and graphic adaptations	1-2 h
Additional exports and delivery QA	1-2 h
Review / revision handling	1-3 h
Planning and project coordination	1-2 h
TOTAL	20-31 h

COMMERCIAL RECOMMENDATION

€2,400 + VAT

For a one-off request, quote €2,400 + VAT. If the client wants this output every month, move the baseline to the proposed €5,900 + VAT/month package instead of repeatedly discounting the extra workload.

Illustrative demo estimate. Final pricing should reflect the signed contract, your rate card, team capacity and client-specific constraints.

TIMELINE IMPACT + DEPENDENCIES

+2-3 business days

- Content topics and source assets are approved on the existing cadence.
- Feedback is consolidated into one revision round per video.
- Platform specs are limited to TikTok and Instagram Reels.

SECONDARY SCOPE-CREEP RISK

If "platform versions" quietly becomes unique hooks, captions, thumbnails or creative edits per channel, the workload can grow again. Define exactly what an adaptation includes.

IF ABSORBED INTO THE ORIGINAL PROJECT

Approx. €2,400 of incremental value is at risk, before any downstream revision or support cost.

READY TO USE

From analysis to client communication.

Use the draft below as a starting point, then adapt tone and contractual wording to the relationship.

SUGGESTED CLIENT RESPONSE

READY TO SEND

Hi [Client name],

Absolutely - we can increase this month's output to 8 videos and add dedicated TikTok and Instagram Reels versions.

Because this materially increases the production volume compared with the current 4-video package, it would be handled as additional scope. For this month, the additional fee would be €2,400 + VAT, with an estimated 2-3 business-day extension.

If you expect 8 videos plus platform adaptations to become the new monthly baseline, we can also move the account to a €5,900 + VAT/month package going forward.

Let me know which option you prefer and I'll update the scope accordingly.

Best,

CHANGE ORDER - INCLUDED

- 4 additional short-form videos
- TikTok and Instagram Reels adaptations
- Editing and basic motion graphics
- One revision round per video
- Platform-specific exports and QA

EXCLUDED / REQUIRES RE-ESTIMATE

- Additional shoots / production days
- Unique concepts for each platform
- Extra revision rounds
- Other platforms or paid-ad variants

COMMERCIAL TERMS

Fee

€2,400 + VAT

Schedule

+2-3 business days

Approval

Written approval before work starts.

Tip: paste this change order into your proposal / PM tool and attach the relevant scope evidence.