Campaign Enterprise.

CONCEPT SAMPLE / 04

4 PAGES

Margin Recovery Loop.

A practical guide to scope, fees and project boundaries.

SELECTED LESSONS + PRACTICAL TOOLS

A short look inside a digital product.
Read the lesson. Put an idea to work.

04

Concept sample by Campaign Enterprise.
Illustrative work, not a client case study.

CHAPTER 03

3. Question Requests Before They Consume Goodwill

> "Absorbing every request does not preserve goodwill. Clear choices do."

A client request deserves a boundary conversation when it changes the agreement, not merely because it is inconvenient. The error here is not being generous. It is treating every reasonable request as included, then discovering that goodwill has become unpaid production.

"Absorbing every request does not preserve goodwill. Clear choices do."

Use the Margin Recovery Loop to test the request before opening the file:

ABSORB AS SERVICE	DISCUSS AS A BOUNDARY
Clarifies an existing deliverable	Adds a new deliverable or audience
Takes under 15 minutes once	Creates a repeatable task or review round
Arrives before the agreed approval	Reopens an approved decision
Needs a quick answer in Slack	Needs a decision, estimate or revised date

The practical rule is simple: if the request changes deliverable, decision status, repetition or timing, pause before action. Reply within 90 minutes where possible, while the context is fresh. Name what is covered, identify what has changed, then offer two choices: proceed within the existing scope by removing something else, or approve the addition with a fee and date.

Do not send a price before defining the boundary. A vague reply such as "that may be extra" invites negotiation over tone. A precise reply in email or Slack records the decision: "The approved scope covers one homepage direction and two review rounds. This new campaign version is a separate deliverable. We can add it for the agreed fee, or keep the current delivery date by replacing the brochure adaptation."

Goodwill is protected by clarity, not by silent compliance. A ten minute boundary conversation can prevent three days of unrecorded revisions, while keeping the client's legitimate request visible and answerable.

> A studio keeps accepting "one small variation" through Slack, then spends two afternoons preparing extra routes. At the next request, it records the approved deliverables, marks the variation as a new route, and asks for a choice before opening the file. Fewer unpriced rounds follow.

DECISION CHECK

Decision question: Does this request alter the deliverable, approval status, repetition or delivery date? If yes, pause and offer a scope choice before starting.

COMMERCIAL STARTING POINT

What is included, with quantities?

Deliverables, formats and review rounds

What event changes the fee or date?

Name the request, delay or approval point

At what forecast percentage will work pause?

Choose a threshold before delivery begins

The strongest change control is written before anyone needs it. Margin becomes a live decision, not a disappointing calculation made after delivery.

> A studio that usually accepts unlimited amends sets two review rounds, a 12 hour production allowance and an 80 per cent forecast trigger in the proposal. Requests beyond that point receive a priced change note before further design begins. Unpaid rounds stop appearing by surprise.

USE THIS QUESTION

Decision question: does this request fit the agreed deliverables and review rounds, or does it require a written change note before work continues?