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Freelance Copywriting Assignment Writing Sample

Subject: Client requested a 1200-word page focused on the “project scope” keyword

H1 – What is project scope?

A project scope defines the parameters of the project and clearly states the work that must be completed within the approved budget. A project scope is often the first part of a project management plan and is an important way to briefly explain to stakeholders what is included in the project.

H2 – Why is it important to define a project’s scope?

Defining a project scope provides four benefits, including:

- Telling stakeholders the purpose of the project
- Determining who is responsible for what
- Establishing a hard deadline and budget
- Eliminating scope creep

H3 – Telling stakeholders the purpose of the project

A project must have clear objectives. Goals can also define whether a project was successful. If all the goals were met, the project is usually considered a success. Establishing the goals in the project scope is a very effective way to ensure the project has the best chance of success.

H3 – Determining who is responsible for what

Company employees usually work on several different projects at once. Their role in each project is defined by the project manager. By including the responsibilities of each team member in the project scope, everyone will know the part they play in the success of the project.

H3 – Establishing a deadline and budget

Every project has deadlines and a budget to keep things on course. Deadlines are important because without them the project may progress slowly or not at all. Budgets are important because it is difficult to make a business case for a project without saying how much it will cost the company.

H3 – Eliminating scope creep

By establishing clear boundaries, everyone will know that their responsibilities will not be modified, and they will be able to focus on the task at hand.

H2 – Six steps to define the scope of a project

Now that we know what a project scope is and what it entails, we can discuss the six steps required to create one.

- **Establish project objectives** - What do you want the project to achieve? What should the finished product look like? All the objectives of the project should be laid out and clarified as part of the project scope.
- **Identify project resources** - Do you need access to a specific online tool? How many team members do you need for the project? A resource is anything required for the project, and it is essential to make sure you have all your resource requirements laid out as a part of the project scope.
- **Create project boundaries** - Boundaries are an important part of any project. Without clear boundaries a project can quickly spiral out of control. Ambiguity ruins projects, so creating clear boundaries of what is and what is not included in the project will ensure that team members have clear instructions and know what is expected of them.
- **Assign project responsibilities** - Once you have identified team members and secured resources, assigning responsibilities is the next step in creating a project scope. Team members need to be able to quickly identify their part of the project and be clear on what they are supposed to do and what they are responsible for. Since most team members work on multiple projects at once, having clear responsibilities will allow each member to figure out on their own how they can complete their part of the project.
- **Track progress** - Asana, Microsoft Project, Jira, or your preferred project management tool can be used to track progress. The software is also helpful if your project is large enough to necessitate a change control process. The software is a resource so it would also be included in the resources section, but it's important enough to also have its own step.
- **Get final approval** - Once everything is set up and the first five steps are finalized, the project is ready for final approval. This may happen before the project scope is established depending on the organization, but someone will need to sign off on the project at some point, and that person will be more likely to do so if the project scope is clear and complete.

H2 - What is a project scope statement?

A project scope statement is everything discussed above laid out in a document. It includes the six steps of the project scope and objectives along with more detail on each step. The project scope statement should be easy to understand but detailed enough to eliminate confusion and ambiguity. Anyone who reads it should be able to clearly know their role and the purpose of the project along with what will ensure a successful outcome. This statement will be the basis for managerial approval, so it's vital that anyone in the company who reads it can quickly comprehend what the project is designed to accomplish.

H2 - What is scope creep?

Scope creep is basically when the project becomes unwieldy, and a bunch of nice-to-haves get thrown into the mix. The success of a project is dependent on its clear boundaries, which is why scope creep is a major concern among project managers. Once the project is laid out and the project scope statement is complete, it should be difficult, but not impossible, to change the project scope. This is to reduce the likelihood of project creep and ensure a successful project.

H2 - Project scope example

We've discussed everything that goes into a project scope. Here is a project scope example for a hypothetical project.

The content audit project will be administered by Dahlstrom Solutions LLC to identify all the pages on XYZ website and ensure they are catalogued and updated as needed to increase traffic and drive up SERP rankings.

The project will include access to the Company X CMS, identifying and confirming every operational page, cataloging the pages as entries in AirTable, identifying and making needed changes to the existing pages, and creating a presentation of the work that was done. Ted Dahlstrom, Owner of Dahlstrom Solutions LLC, will oversee the tasks and create the deliverables.

The project will not include data analysis, tracking of site traffic and SERP rankings, or any related SEO strategy work.

The project has a completion date of March 5, 2025, and a firm budget of \$3,000.

H2 - Project scope vs. Product scope

The completion of a project can result in a product, but a project scope is very different from a product scope. So, what is a product scope, you might be asking. A product scope outlines the attributes of a new product. If the goal is to create a new product, a project scope and product scope should both be created to guide the undertaking.

H2 - Conclusion

A project scope is the building block of any successful project. The entire project is based on the project scope, so it's important to get it right. For more information, be sure to check out our YouTube video on the [basics of project scope](#).

If you are a freelance project manager, Company X can help promote your services to thousands of potential clients commission-free. If you're looking for the right project management tools, be sure to check out our guide to finding the right tracker tool. We look forward to working with you.