



WHY YOUR LEAD MAGNET
ISN'T CONVERTING
AND HOW TO FIX IT

A practical guide to help you create a lead magnet
that brings the right people into your world

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A NOTE FROM ME

Hi There!

Creating something valuable to give away is a big step. You want it to feel useful, meaningful, and worth someone exchanging their email address for. And when it doesn't lead to sign-ups, conversations or paying clients, it's easy to feel deflated.

But the good news is: you can fix it. You don't need to start from scratch or build a complicated funnel. You just need to make a few focused, practical changes.

This guide will walk you through exactly what might be holding your lead magnet back, and what you can do to turn it into something that works.

Let's take the pressure off and make things clearer.

Megan

ABOUT ME

I'm Megan, a Virtual Assistant who helps turn your lead magnet ideas into high-converting tools. From design to setup, I make sure everything looks great, works smoothly, and brings the right people onto your list.



WHY IT'S NOT CONVERTING

The Three Most Common Reasons Your Lead Magnet Isn't Converting



01

It's trying to do too much

When your freebie covers too many topics, it can feel overwhelming and vague. The person downloading doesn't know where to focus, so they don't take any action.

Fix it:

Solve just one specific problem. Choose a single, concrete issue your ideal client is stuck on, and help them move past it. Give them a small win. A checklist, a five-minute exercise, a short guide that clears one point of confusion.

👉 Try this: "What's one common question I get asked all the time?" Create something that helps answer that.


02

It's Not Clearly Connected to What You Offer

If your lead magnet is helpful but disconnected from your services, you might be attracting the wrong audience or giving value without showing how you can help further.

Fix it:

Make the link to your work obvious. Your lead magnet should feel like a natural starting point for the kind of transformation you help people achieve.

 Example: If you're a mindset coach, a "Confidence Reboot Worksheet" makes more sense than a general productivity planner.

03

There's No Nurture or Next Step

Even the best free resource won't do much if the conversation ends with the download.

Fix it:

Add a simple email nurture sequence. Use 3-4 short emails to follow up. Introduce yourself, share a bit more value, and gently point to your next step, such as a free call, a low-cost offer, or just staying connected.

 Suggested Sequence:

- Email 1: Deliver the freebie and a quick "why it matters" story.
- Email 2: Share a helpful tip or FAQ.
- Email 3: Invite them to the next step with you.
- Email 4: Share a win or result someone had from your work.

WHAT WORKS INSTEAD

A lead magnet that converts has three clear jobs:

A lead magnet that converts does three things well:~

Solves one clear, specific problem

Gives a small win that builds trust

Naturally leads to your paid work or deeper support

Ask yourself:

- What's the one issue this helps with?
- Does it reflect the kind of support I offer?
- Is there a simple next step for them to take?

TIME TO REVIEW YOUR OWN

Use this quick audit to reflect:

Does it solve one specific problem?

Is it clearly linked to your service or offer?

Is it quick and simple to complete?

Is there a follow-up or next step?

Am I promoting it regularly?

If you're missing one or more, it's not a failure. It's a sign that your lead magnet has room to grow.

WANT HONEST FEEDBACK ON YOUR LEAD MAGNET?

If you're unsure why it's not working, or you want a second pair of eyes before you launch, I can help.

I offer a lead magnet review service designed to help you:

- Understand exactly where your freebie is falling flat
- Spot what's missing, and how to fix it without starting over
- Refine your messaging so the right people say "yes, that's for me"
- Feel more confident sharing it again and again

Whether you need help with strategy, clarity, or simple structure tweaks, I'll give you tailored, practical feedback you can take action on straight away.

👉 Ready for a review? Visit www.savvy-va.com or message me directly.

You bring the idea. I'll help it actually work.

