

WHAT I COULD DO FOR ONE LIFE CLUB

David Abingdon – Business Strategist | Growth Architect | Disruptor

Driving Membership Growth with Strategic Precision

With decades of experience building fast-growth organisations globally, I bring strategies that scale — and stick. I've built direct sales forces of 200+ reps, grown two global consulting networks to 200+ franchised partners, and generated millions in annual revenue through structured, results-driven expansion.

For One Life Club, I could help:

- Develop and optimise **high-converting acquisition funnels** for premium memberships
- Identify and build **strategic partnerships** with funders, accelerators, and aligned networks to generate qualified leads
- Design **pipeline strategies** for attracting \$1M+ turnover businesses and high-potential, well-funded startups

Systemised Onboarding & Member Experience

Retention is built on **structured onboarding and sustained value**. I've developed frameworks that deliver consistent, high-value experiences at scale — without overloading the team.

- Build a **scalable onboarding system** that delivers clarity, confidence, and immediate traction for new members
- Create modular touchpoints that drive engagement across mastermind access, mentoring, and club resources
- Advise on **retention journeys** that deepen member investment and increase lifetime value

Strategic Guidance for Scale

You already have the brand, credibility, and a powerful value proposition. My role would be to help **sharpen and accelerate**.

- Clarify and articulate the One Life value narrative for even greater resonance with elite founders
- Leverage media, authority positioning, and storytelling to **increase demand and perceived value**
- Identify **bolt-on revenue opportunities** that align with the brand but don't dilute its premium feel

Let's Talk

I'm not looking for a job. I'm offering an opportunity to explore what's possible — with no strings attached. If there's a fit, brilliant. If not, no problem.

Thanks for considering it.

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