

The Market For Self-Improvement Products and Services

January 2015 - 10th Edition

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...Anthony Robbins, Jack Canfield, Mark Victor Hansen, Deepak Chopra, Suze Orman, Stephen Covey, Marianne Williamson, Brendon Burchard, Pete Bissopnette, Zig Ziglar, Brian Tracy, Dr. Phil McGraw, Dr. Laura Schlessinger, Kevin Trudeau, Sylvia Browne, Dale Carnegie, Wayne Dyer, Robert Kiyosaki, Robert Allen, John Gray, Iyanla Vanzant, Les Brown, Louise Hay, Og Mandino, Ken Blanchard, L. Ron Hubbard, Napoleon Hill, Tom Hopkins, Leo Buscaglia, Jim Rohn, Spencer Johnson, Barbara DeAngelis, Earl Nightingale, John Kabat-Zinn.

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- * Results of 2014 ICF consumer awareness studies, why people use coaches, why they don't, their objectives, by sex, age
- * Status report of the market, topics in demand, corporate vs. consumer customers
- * The market's major trade group and periodicals (address list)
- * Average annual earnings, fees, no. of clients, outlook, extensive operating ratios
- * Market \$ size and projected growth, 2008, 2009, 2011, 2016F– **PricewaterhouseCoopers survey**
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- * List of major coaching periodicals.

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- * Discussion & analysis of infomercials as a sales/advertising medium, reasons for growth in popularity and doubling since 1996, emerging trends, mkt. size, 2014 status report, \$ media billings by topic, by quarter, why infomercials are popular, effects of recession on sales
- * **Demographic profile** of infomercial buyers from: Electronic Retailing Assn. (by sex, age, income, why they buy, how much, how often, top motivating factors, DRTV demographics
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- * **2015-2018 Marketdata growth forecast**, historical share of total info. Sales by self-improvement programs
- * List of top infomercial producers.
- * List of leading infomercials of past decade (producer, \$ sales, etc.)
- * List, brief descriptions of other infomercials for: weight loss, relationships, general motivational, business opportunities.

The Self-Improvement Books Market and New Age Bookstores (\$300)

216-235

- * Status of book buying in 2013 vs. 2011, \$ sales by major category (Publishers Weekly annual report, diet book bestsellers of 2013 – lack of self-improvement bestseller data)
- * ***The Secret*** – A Movie and book phenomenon that boosted the market, estim. sales, persons made famous, Oprah Winfrey's role.
- * List of self-improve. books in 2013, 2011, 2009 (units sold, \$ sales, authors),
- * Summary of “**new age**” **bookstores mkt.**: chains vs. independents, how many in the nation, products sold, growth, customers, specialties. estd. sales, share of sales by major topics
- * Marketdata and Simba Information \$ estimates of size of self-improvement books mkt., 2003, 2005, 2007, 2009, 2013, **2018 forecasts**, the major book distribution channels.
- * Discussion/analysis of the diet books market, buyer demographics, what makes a bestseller, \$ mkt. value, list of best-selling diet books since mid-1980s.

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236-252

- * Market status and growth (2011-2018 forecasts), strong unit sales growth in 2012, 2013, buyer demographics, popularity rank for 14 topics, where audiobooks are purchased, segments, total audiobook sales vs. share for SI audiobooks, major competitors.
 - * Latest **APA consumer survey results** on market growth, audiobook formats, sales trends, comparisons to earlier surveys.
 - * Latest audiobook user surveys by Consumer Electronics Assn., APA, etc. (frequency of use, no. bought, where listened to, etc.) – why Marketdata estimates differ from APA's
 - * Self-improvement audiobooks mkt. size vs. total spoken audio mkt.
 - * Leading publishers address list (address, phone, key titles published): Harper Audio, Simon & Schuster, New Star, Nightingale-Conant, Random House, TIME Warner, etc.)
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253-277

- * Discussion/summary of self-improvement websites – why most are not successful
 - * Discussion of increasing role of the Internet in producing SI content, positive/negatives
 - * Traffic rankings: 2010, 2012, 2015 Alexa, traffic ranks and estimated daily visitors for top 25 sites
 - * **Internet Mastery courses**, money-making systems, academies and online “universities” – why they over-promise, what they offer, marketing strategies, costs & descriptions for: Ryan Deiss, Jeff Walker, Callan Rush, Russell Brunson, Glenn Dietzel, Daniel Hall, Eben Pagan, Jay Boyer, Mike Koenigs, Steve Harrison, Jeremy Frandsen & Jay Van Orden
- Competitor profiles: Selfgrowth.com, Consciousone.com, TSTN.com, success.com, Beliefnet.com, Thirddage.com. (headquarters, site description & specialties).

Holistic Institutes & Training Organizations (\$350)

278-319

(Self-improvement workshops, seminars, courses, retreats, training organizations)

- * Discussion of overall market status and 16 U.S. centers' philosophies, course offerings and prices, 2013 enrollments, growth since 1960s, nonprofit/for-profit status, specializations, estd. and actual 2011 revenues/budgets, workshop topics in demand, mkt. size and 2018 forecasts.

- * Status of the market in 2013-2014, enrollments, trends

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- * Address List of top centers in the U.S., directors' names, 2013 attendance for each center

- * Descriptive profiles and background, sample courses, no. attendees, for leading facilities:

(Omega Institute, Esalen Institute, New York Open Center, Oasis Center, Naropa, Option Institute, Wainwright House – 2013 financial statements/budgets/expenses by type)

- * Franklin-Covey Co. – profile, training/consulting vs. retail business, financials 2008-2013

- * Dale Carnegie Training – profile, revenues

- * Toastmasters International – profile, revenues

- * Gaiam Inc. - profile, financials 2007-2013

- * Hay House – profile, estd. revenues.

The Public Seminars Market (\$250)

320-346

- * Discussion/analysis of large group vs. small group seminars, difference in cost structure, profitability, fees, individual speakers doing public seminars, mkt. size and status report, why this is a difficult model to make profitable, estd. mkt. size., IRS Form 990 fiscal 2010-2013 actual revenues/expenses/profits statements)

Company Profile: Fred Pryor/CareerTrack (Park University)

Company Profile: Learning Strategies Corp.

Company Profile: Skillpath Seminars (Graceland Univ.)

Company Profile: National Seminars Group (Rockhurst Univ.)

Company Profile: Peter Lowe (Get Motivated) seminars – past history/business model, bankruptcy, management issues, past owners, etc.

Company Profile: Landmark Education

Company Profile: Peak Potentials, T. Harv Eker.

Status Report of The U.S. Weight Loss Market (\$250)

347-386

- * Summary/status of the industry in 2013-2014 recent and emerging trends, Marketdata forecasts, advertising trends, current do-it-yourself trend

- * 2013-2014 Performance of leading commercial, medical, online chains (Medifast, NutriSystem, Jenny Craig, Weight Watchers – public & private companies)

- * Discussion of major industry trends, major mkt. developments., why medical programs are growing faster than commercial ones, the move to retail outlets and healthcare mini-clinics, opportunities afforded by Obamacare.

- * Reasons why commercial diet companies are struggling, untapped mkt., lack of customization, poor management, other factors

- * **2014 performance of:** commercial programs, meal replacements, medical programs

Table: **Marketdata estimates** of the 10 major segments of the diet industry, \$ values (2010 to 2014)--diet soft drinks, artificial sweeteners, health clubs, commercial programs, medical Programs by type, low-cal foods, retail meal replacements, diet pills, diet books, etc.)

Table: Comparative growth rate for all diet mkt. segments

Tables: Revenues of commercial diet centers, market share of top chains (2010-2014).

Reference Directory of Information Sources (free with any chapter order)

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* (Names, addresses, phone, key contacts at relevant trade groups, journals, periodicals in the field)