The U.S. Holistic Institutes & Training Market

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- Discussion of market nature & definition, characteristics, major developments of past 2 years, avg. customer profile, why demand exists for programs.
- Findings/transcripts of interviews with market movers & shakers at: selfgrowth.com (David Riklan, Steve Salerno (author of "Sham", others), technology trends, marketing methods.
- Changing of the guard: older gurus retiring and dying, who will replace them?
- The explosion of SI content via Internet entrepreneurs – discussion
- Negative publicity still exists: indictment of Kevin Trudeau, company closures and criticisms

Holistic Institutes & Training Organizations 18-72

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

Holistic Institutes

* Discussion of overall market status and 16 U.S. centers’ philosophies, course offerings and prices, enrollments, growth since 1960s, nonprofit/for-profit status, specializations, estd. and actual revenues/budgets, workshop topics in demand, mkt. size and 2016 outlook, 2020 forecasts.
* Status of the market in 2013-2015, enrollments, revenues, trends
* Address List of top centers in the U.S., directors’ names, 2013 attendance for each center
* Detailed profiles and background, sample courses, no. attendees, for leading facilities:
  (Omega Institute, Esalen Institute, New York Open Center, Oasis Center, Naropa, Option
  Institute, Kripalu Center, The Learning Annex, Wainwright House – 2014 financial
  statements/budgets/expenses by type)

Training Organizations
* Franklin-Covey Co. – profile, training/consulting vs. retail business, financials 2008-2013
* Dale Carnegie Training – profile, revenues to fiscal 2015
* Toastmasters International – profile, revenues
* Gaiam Inc. - profile, financials for 2007-2016
* Hay House – profile, estd. revenues.
* Sandler Training

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