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* Findings/transcripts of interviews with market movers & shakers at: selfgrowth.com (David Riklan, Coach Federation), 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

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  - BY DISTRIBUTION CHANNEL: Infomercials, mail order catalogs, motivational speaker seminars, holistic institutes, self-improvement books & audiobooks, personal coaching

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* Market Segment Outlooks: discussion of mkt. size/growth/characteristics/trends for:

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* Status report of the U.S. Weight Loss Industry ($ size 2002-2016, by 10 mkt. segments, trends, dieter demographics/number, mkt. nature, major mkt. trends/developments, etc.)

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* Speaking fees by person: top speakers – table
* List/ranking of top 101 self-improvement experts, compiled by Self-Improvement Online, Inc.

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New Profiles: Oprah Winfrey, Joel Osteen, Eckhart Tolle, Gabby Bernstein, Danielle LaPorte, Mastin Kipp, Lewis Howes, John Maxwell, Jay McGraw, Paul McKenna, Tim Ferriss

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* Definition & summary of the market, number of active coaches in U.S., worldwide, coaching specialties, differences between coaching and consulting, corporate vs. personal coaching, most common myths about coaching, phone coaching
* Results of 2016 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 groups and periodicals (address list)
* Coaching metrics: Avg. annual earnings, fees, no. of clients, outlook, extensive operating ratios
* Profiles of top coaches: Bernie Siegel, Colleen Bracken, Diane Brennan, Pat Mathews, Pat Boney, Kay Cannon
* 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, 2016-17 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 Tables: 2009, 2013, 2015, 2016 media billings, by topic
Table: estim. $ mkt. size (retail sales) 2011-2016, by major categories (exercise equipment, diet plans, business/financial, general motivational) – self-improvement topic
* List of top 100 long and short-form infomercials of 2013, 2011, top 100 (Jordan Whitney) – show name, products, distributor
* **2017-2022 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.

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* 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
* 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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* Market status and growth (2011-2022 forecasts), strong unit sales growth in 2013-2016, 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
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* Company profiles: Nightingale-Conant, Audible.com

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* Discussion of increasing role of the Internet in producing SI content, positive/negatives
* Discussion of major self-improvement apps for smartphones, major competitors
Holistic Institutes & Training Organizations

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

* Discussion of overall market status and 16 U.S. centers’ philosophies, course offerings and prices, 2016 vs. 2013 enrollments, growth since 1960s, nonprofit/for-profit status, specializations, estd. & actual revenues/budgets, workshop topics in demand, mkt. size and 2022 forecasts.
* Status of the market in 2016, enrollments, trends
* Address List of top centers in the U.S., directors’ names, 2016 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 – 2015 financial statements/budgets/expenses by type)
* Franklin-Covey Co. – profile, training/consulting vs. retail business, financials: 2008-2016
* Sandler Training – profile, revenues
* Dale Carnegie Training – profile, revenues
* Toastmasters International – profile, revenues
* Gaia (Gaiam Inc.) - profile, financials, acquisition by Sequential Brands Group
* Hay House – profile, estd. revenues.

The Public Seminars Market

* 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: Landmark Education
Company Profile: Peak Potentials, T. Harv Eker.
* Summary/status of the industry in 2016-2017-- recent and emerging trends, Marketdata forecasts, advertising trends, current do-it-yourself trend
* 2016 Performance of leading commercial, medical, online chains (Medifast, NutriSystem, Jenny Craig, Weight Watchers – public & private companies)
* Discussion of major industry trends, major mkt. developments., medical programs untapped potential, the move to retail outlets and healthcare mini-clinics, Obamacare.
* Reasons why commercial diet companies are growing again, untapped mkts., lack of customization, poor management, other factors
* **2016 performance of:** commercial programs, medical programs

Table: **Marketdata estimates** of the 10 major segments of the diet industry, $ values (2010 to 2016)--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 (2010-2016).

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

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