

The Market For Self-Improvement Products and Services

(December 2012 - 9th Edition)

Table of Contents

	<u>Page</u>
<u>Introduction: Study Scope & Methodology</u>	1-4
* Explanation of where the information came from: “primary” & “secondary” sources: methodology, definition of the self-improvement market, scope of the research	
<u>Executive Overview of Major Findings (\$300)</u>	5-45
* Highlights of ALL chapters--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 book “Sham”), Personalgrowth.com, Success magazine – effects of the recession, technology trends	
* Negative PR/scandals: James Ray sweat lodge deaths, R. Kiyosaki bankruptcy, demise of Peter Lowe’s get Motivated seminars, Suze Orman critics, etc.	
* Marketdata forecast for the next big thing: explosion of SI content via Internet entrepreneurs – discussion	
* <u>Market Size & Growth, Segments</u> : Table & Discussion of total market size, growth, outlook (2003, 2005, 2007, 2009, 2011-12, 2016 forecasts), estd. \$ size of major segments <u>BY DISTRIBUTION CHANNEL</u> : Infomercials, mail order catalogs, motivational speaker seminars, holistic institutes, self-improvement books & audiobooks, personal coaching	
* <u>Individual Market Segment Outlooks</u> : discussion of mkt. size/growth/characteristics/trends for: 1. Infomercials (2011-2012 sales by topic, qtrly. media billings), 2. Motivational speakers mkt., 3. Personal coaching market, 4. Holistic institutes mkt., 5. self-improvement books mkt. 6. Audiobooks mkt., 7. Online education courses, 8. Seminars, 9. Websites, 10. Weight loss mkt., 11. Stress mgmt. mkt.	
* Status report of the <u>U.S. Weight Loss Industry</u> (\$ size 2002-2014F, by 10 mkt. segments, trends, dieter demographics/number, mkt. nature, major mkt. trends/developments, etc.)	
* Status report of the <u>Stress Management Programs/Services Market</u> (2011 \$ size, segments, major trends	
.	
<u>The Motivational Speakers Market (\$450)</u>	46-157
* Discussion of number of professional speakers in the U.S., avg. earnings, estim. 2005, 2007, 2009, 2011 income for the top 10 gurus (table) - from speaking engagements, books, consulting, training, list of top speakers’ bureaus, how speakers operate	
* Recent market trends: live events, shift in product mix to webinars/online courses, recession effect	
* Overview/size of corporate training market	
* Speaking fees by person: top 10 – table (2003, 2006, 2008, 2011)	
* List/ranking of top 101 self-improvement experts, compiled by Self-Improvement Online, Inc.	
* New up and coming speakers, profiles of: Brendon Burchard, Pete Bissonnette, Robert Ringer, Michael Masterson, Bill Harris, Vic Johnson)	

* **In-depth profiles** of top self-improvement “gurus”/celebrities (living and past) - descriptions of their organizations, biographies, 2011 revenue estimates/actual when available, products/services offered, books authored, speaking fees, consulting, specialties, headquarters address, websites, for...

...Anthony Robbins, Jack Canfield, Mark Victor Hansen, Deepak Chopra, Suze Orman, Franklin Covey Co. (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.

The Personal Coaching Market (\$200)

158-177

- * Definition & summary of the market, number of active coaches in U.S., worldwide, coaching specialties, differences between coaching and consulting, corporate vs. personal coaching, the most common myths about coaching, phone coaching, effects of the recession
- * Status report of the market, how affected by recession, topics in demand
- * The market’s major trade group and periodicals (address list)
- * Average/typical annual earnings, fees, no. of clients, outlook, extensive operating ratios
- * Market \$ size and projected growth, 2008, 2009, 2011, 2016F– **PricewaterhouseCoopers survey**
- * Profiles of 6 top coaches: Bernie Siegel, Colleen Bracken, Diane Brennan, Pat Mathews, Pat Boney, Kay Cannon
- * List of major coaching periodicals.

The Direct Response Market: Infomercials (\$350)

178-211

- * Discussion & analysis of infomercials as a sales/advertising medium, reasons for growth in popularity and doubling since 1996, emerging trends, mkt. size, 2012 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: 2007, 2008, 2009, 2011 and 1st half 2012 media billings , by topic
Table: estim. \$ mkt. size (retail sales) 2011-2012, by major categories (exercise equipment, diet plans, business/financial, general motivational) – self-improvement topic
- * List of top 100 long and short-form infomercials of 2011, 2009, 2007, top 100 (Jordan Whitney) – show name, products, distributor
- * **2012-2016 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.)
- * In-depth descriptions of sample infomercials (1996-2003) (product/service advertised, price/ordering details, phone/address, producer),
- * List, brief descriptions of other infomercials (not viewed) for: weight loss, relationships, general motivational, business opportunities.

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

212-227

- * Status of book buying in 2011 vs. 2009, \$ sales by major category (Publishers Weekly annual report, diet book bestsellers of 2011 – lack of self-improvement bestseller)
- * *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 2011, 2009, 2007 (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, 2011
- * Marketdata and Simba Information \$ estimates of size of self-improvement books mkt., 2003, 2005, 2007, 2009, 2011, **2016 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.

The Self-Improvement Audiobooks Market (\$250)

228-246

- * Market status and growth (2011-2016 forecasts), strong unit sales growth in 2010 & 2011, 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 2008 survey.
- * 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.)
Company profiles: Nightingale-Conant, Audible.com

The Major Self-Improvement Websites (\$150)

247-260

- * 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: December 2012 Alexa, Compete traffic ranks and estimated daily visitors for top 25 sites
Competitor profiles: Selfgrowth.com, Consciousone.com, TSTN.com, success.com, Beliefnet.com
Successuniversity.com, Thirddage.com. (Headquarters, site description & specialties)

The Online Education Market (\$50)

261-266

- * Nature of the business, why booming during recession, no. of students enrolled, gov’t. actions
- * Estimated \$ size of the market, enrollments for 2011, still growing
- * Diploma mills and fake degrees – a major problem plaguing the industry, fees charged,
- * How mills operate, findings of Babson Survey Research survey
- * Mkt. segments: hybrid programs, MBA programs
- * List of the major online education universities

Holistic Institutes & Training Organizations (\$300)

267-298

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

- * Discussion of overall market status and 16 U.S. centers' philosophies, course offerings and avg. prices, enrollments, growth since 1960s, nonprofit/for-profit status, specializations, estd. and actual 2011 revenues/budgets, workshop topics in demand, mkt. size and 2016 forecasts.

- * Status of the market in 2009, enrollments, effect of the recession, trends

Table: Estim. revenues in 2005, 2007, 2009, 2011 for top institutes, training organizations

- * Address List of top centers in the U.S., directors' names, 2011 attendance for each

- * 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 - financial statements/budgets)

- * Dale Carnegie Training – profile, revenues

- * Toastmasters International – profile, revenues

- * Gaiam Inc. - profile, financials 2007-2012

- * Hay House – profile, estd. revenues.

The Public Seminars Market (\$250)

299-326

- * 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 2010-2011 actual revenues/expenses/profits statements) – First time data

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 Intl. (Get Motivated) seminars – past history/business model, Bankruptcy, management issues, new owners, etc.

Company Profile: Landmark Education

Company Profile: Peak Potentials, T. Harv Eker.

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

327-355

- * Summary/status of the industry in 2011-12 recent and emerging trends, Marketdata forecasts, advertising trends, discounting, do-it-yourself trend currently.

- * 2011-12 Performance of leading commercial, medical, online chains (Medifast, NutriSystem, eDiets, Jenny Craig, Weight Watchers – public companies)

- * Discussion of major industry trends, major mkt. developments.

- * Reasons why America is growing fatter, cycles & nature of U.S. weight loss market.

- * **2011 performance of:** commercial programs, meal replacements, medical programs

Table: Marketdata estimates of the 10 major segments of the diet industry, \$ values (2006 to 2011) - (diet soft drinks, artificial sweeteners, health clubs, commercial programs, medical programs, diet drugs, surgeries, fasting plans, low-cal foods, retail meal replacements and 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 (2004-2011)

Status Report of The Stress Management Market (\$250)

356-379

- * Summary: societal stress levels rising, the major types of stress disorders, list of types of professionals and organizations providing stress mgmt. services, emerging trends, treatment methods, mkt. structure & characteristics, current outlook by American Institute of Stress, results of: 2011 APA/Harris Interactive Survey, 2010 Annual Attitudes in the Workplace Poll
- * Major characteristics defining stress management market
- * Discussion/analysis of **major provider groups**: (no. of practitioners, mkt. potential, fees)
 - Biofeedback therapists and centers
 - Massge therapists
 - Worksite-based programs
 - Hospital-based programs
 - Health club-based programs
 - Programs offered via seminars and workshops
- * Discussion of biofeedback centers & therapists, BCIA trade group
- * Discussion of massage therapy
- * Discussion of hospital-based stress mgmt. programs
- * Discussion of health club-based stress mgmt. programs
- * The mail order & retail products mkt. (books, biofeedback cards, videos, infomercials)
- * The market for stress mgmt. books & audiocassettes
- * **Total \$ value of market in 2011**, by type provider group - Marketdata estimates, 2011, 2016 F
- * Profiles of some leading organizations: American Institute of Stress, ESSI Systems, Institute of Stress Medicine, Midwest Center for Stress & Anxiety, Mind/Body Medical Institute, Self-Programmed Control Center, Stress Reduction Program at Univ. of Mass.

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

380-382

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