

# How To Get Into The Self-Improvement Business

February 2015

\* 87 Pages

\* Price: \$99

## Table of Contents

	Page	
Discussion of the self-improvement market's nature & definition, characteristics, major developments of past two years, avg. customer profile, why demand exists for programs.	1	
Changing of the guard: older gurus retiring and dying, who will replace them? 5 Negative publicity still exists: indictment of Kevin Trudeau, company closures and criticisms.	6	
The explosion of SI content via Internet entrepreneurs – discussion.	8	
Major market developments since late 2012	9	
Findings of interviews with market movers & shakers at: selfgrowth.com (David Riklan, Steve Salerno (author of "Sham", others), technology trends, marketing methods.	11	
Self-improvement customer demographics	16	
<u>Market Size &amp; Growth, Segments: Table</u> & Discussion of total market size, growth, outlook (2003, 2005, 2007, 2009, 2011, 2013-14, 2018 forecasts), estd. \$ size of major segments BY DISTRIBUTION CHANNEL: Infomercials, motivational speakers, seminars, holistic institutes, books, audiobooks, personal coaching.	17	
<u>Market Segment Outlooks:</u> discussion of mkt. size/growth/characteristics/trends, 2018 forecasts for each of these markets:	19-61	
<ul style="list-style-type: none"><li>- Motivational speakers market</li><li>- Personal coaching market</li><li>- Public seminars market, table: income statement: Skillpath</li><li>- Self-improvement books market</li><li>- Audiobooks market</li><li>- Infomercials (2013-2014 sales by topic, qtrly. media billings)</li><li>- Holistic institutes: 2007-2013 revenues by facility List: Address list of the 16 major holistic institutes in the U.S.</li><li>- Training organizations: Dale Carnegie, Toastmasters, Franklin-Covey</li><li>- Websites &amp; Internet mastery courses – sample program, Russell Brunson</li><li>- Weight programs loss mkt. - Status report of the U.S. Weight Loss Industry (\$ size 2002-2014, by 10 mkt. segments, trends, dieter demographics/number, mkt. nature, major mkt. trends/developments, etc.)</li></ul>		

<b>Steps you need to take to become a successful self-improvement expert</b>	61-67
<ul style="list-style-type: none"> <li>- Products &amp; services gurus must have</li> <li>- The most successful gurus all have multiple distribution channels</li> <li>- How to create a website at low cost</li> <li>- How to perform teleseminars</li> <li>- How to perform webinars – low cost methods like Google+</li> <li>- Creating a You Tube videos channel</li> <li>- Doing local Free seminars or speeches</li> <li>- Setting up a merchant account to accept credit cards.</li> <li>- Table: Estimated Start-up Costs For Self-improvement businesses; expenses, by type.</li> </ul>	
<b>Why you must write a self-improvement book as your foundation, topics, marketing your book, e-books vs. print books</b>	67
<b>How to become a successful personal coach:</b>	71
<ul style="list-style-type: none"> <li>- Limitations: your own time vs. a staff of coaches: how the big guys do it</li> <li>- What consumers think of coaches, when they use them</li> <li>- Number of coaches and average earnings</li> <li>- How to market yourself</li> <li>- Coaching specialty areas</li> </ul>	
<b>How to become a successful motivational speaker:</b>	75
<ul style="list-style-type: none"> <li>- How does one start out – discussion of getting your feet wet, knowing your audience</li> <li>- Speaking opportunities – where can you speak?</li> <li>- Your contract, media kit, testimonials: tools of the trade</li> <li>- Joining speaker’s bureaus</li> <li>- Characteristics of NSA members: earnings, other sources of revenue</li> </ul>	
<b>Untapped markets: areas ripe for investment, discussion:</b>	78
<ul style="list-style-type: none"> <li>- Industry Trade Association: why there is a need for one</li> <li>- Industry Magazine or Trade Journal</li> <li>- Self-improvement Cable TV Channel: why has no one built one yet?</li> <li>- Motivational Speakers for The Under 30 Generation: a current and future opportunity</li> <li>- Service To Perform Reviews of Self-improvement Courses, Books, Seminars, etc. for Consumers.</li> </ul>	
<b>Estimated start-up costs to become a self-improvement expert: table</b>	82
<b>Reference Directory:</b> Names, addresses, phone, contacts at relevant self-improvement and other trade groups, journals, periodicals.	84