The U.S. Personal Coaching Market

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* Age mix of coaches, typical earnings
* Problems and limitations of coaches
* Future trends predictions to 2022
* Status report of the market, topics in demand, corporate vs. consumer customers
* Marketdata interview with ICF President: discussion of accreditation, industry outlook, major issues
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* Market $ size and projected growth, 2006-2023 Forecast –ICF/PricewaterhouseCoopers Global Outlook survey findings, Marketdata estimates
* Discussion of outlook and forecasts, rationale, factors affecting demand.

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* Results of 2016 ICF consumer awareness studies, why people use coaches, why they don’t, their objectives, by sex, age
* Outlook for next year (2016)
* Key industry issues, ranked
* Coaches profile (avg. age, gender, education, experience, etc.)
* Client profile (age, gender, length of coaching engagement, etc.)
* Average annual earnings, fees, no. of clients, outlook
* **Consumer Awareness Studies – 2014 & 2012 survey** findings, why clients use/don’t use coaches

**Top City Markets for Coaching**

**Top Coach Profiles** (bio, background, specialties, income when avail., programs)

- Bernie Siegel - Tony Robbins - T. Harv Eker - Jane Hyun
- Colleen Bracken - Brendon Burchard - Bob Proctor - Mark Nation
- Diane Brennan - Jack Canfield - John Mattone - Kevin Cashman
- Pat Mathews - Brian Tracy - Christy Whitman
- Pat Boney - Lewis Howes - David Allen
- Kay Cannon - Ken Blanchard - Patricia Fripp

**Overview of the Total Personal Development Industry**

* 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 “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

**BY DISTRIBUTION CHANNEL:** Infomercials, mail order catalogs, motivational speaker seminars, holistic institutes, self-improvement books & audiobooks, personal coaching
* **Market Segment Outlooks:** discussion of mkt. size/growth/characteristics/trends for:
* 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.)

**Reference Directory of Information Sources**

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