

The U.S. Personal Coaching Market

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- | | | | |
|-------------------|--------------------|-------------------|-----------------|
| - 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 62-78

- * 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
- * Market Size & Growth, Segments: Table & Discussion of total market size, growth, outlook (2003, 2005, 2007, 2009, 2011, 2015-2016, 2022 forecasts), estd. \$ size of major segments

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:
 1. Infomercials (retail sales by topic, qtrly. media billings), 2. Motivational speakers mkt., 3. Personal coaching market, 4. Holistic institutes & training organizations mkt., 5. self-improvement books mkt. 6. Audiobooks mkt., 7. Public seminars, 8. Websites & Internet mastery courses, 9. Weight programs loss mkt.
- * 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 79-82

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

