Table of Contents

Introduction: Study Scope & Methodology 1

* Explanation of where the information came from: “primary” & “secondary” sources: methodology, definition of the self-improvement market, scope of the research

Executive Overview of Major Findings 10

* Highlights of ALL chapters--Discussion of market nature & definition, characteristics, major developments of past two years, avg. customer profile, why demand exists for programs, customer demographic profile.
* Findings/transcripts of interviews with market insiders: 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
* Market Size & Growth, Segments: Table/Discussion of total market size, growth rates, outlook (2003-2018, 2019 & 2023 forecasts), estd. $ size of major segments
  BY DISTRIBUTION CHANNEL: Infomercials, motivational speakers seminars, holistic institutes, self-improvement books, audiobooks, personal coaching, weight loss programs
* Market Segment Outlooks: discussion of mkt. size/growth/characteristics/trends for:
* Status report of the U.S. Weight Loss Industry ($ size 2002-2018, by 10 mkt. segments, trends, dieter demographics/number, mkt. nature, major mkt. trends/developments, etc.)

The Motivational Speakers Market 45

* Discussion of number of professional speakers in the U.S., avg. earnings, estimated income for the top speakers (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
* Avg. yearly earnings per motivational speaker, % from products/speaking/other services
* Overview/size of corporate training market
* Speaking fees by person: top speakers – table
* List/ranking of top 101 self-improvement experts, compiled by Self-Improvement Online, Inc.
* List of 50 most popular public speakers in 2018-2019

In-depth profiles of top self-improvement experts/celebrities (living and past) - descriptions of their organizations, biographies, revenue estimates/actual when available, products/services offered, books authored, speaking fees, consulting, specialties, headquarters address, websites, for...
The Personal Coaching Market

* 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 2017 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
* Findings of interview with ICF President: mkt. trends, growth, outlook, status
* The market’s major trade groups and periodicals (address list)
* Coaching metrics: Avg. annual earnings, fees, no. of clients, outlook, extensive operating ratios
* Market $ size and projected growth, 2008-2018, 2019 forecasts – PricewaterhouseCoopers Survey findings, consumer attitudes & awareness of coaching services, Marketdata estimates
* Profiles of top coaches: Bernie Siegel, Colleen Bracken, Diane Brennan, Pat Mathews, Pat Boney, Kay Cannon
* List of major coaching periodicals.

The Direct Response Market: Infomercials

* Discussion & analysis of infomercials as a sales/advertising medium, reasons for growth in popularity and doubling since 1996, emerging trends, mkt. size, 2017-19 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
  Table: estim. $ mkt. size (retail sales) 2011-2018, by major categories (exercise equipment, diet plans, business/financial, general motivational) – self-improvement topic
* List of top 100 long and short-form infomercials, top 100 (Jordan Whitney) – show name, products, distributor
* 2018-2023 Marketdata growth forecast, historical share of total info. Sales by self-improvement programs, analysis of 2018-2019 top shows and categories
* 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.
The Self-Improvement Books Market and New Age Bookstores

* Data from NPD Group (NPD Bookscan) and StatShot Annual Report
* Discussion of anti-self-help book publishing trend, examples of recent bestsellers
* The Secret – A Movie and book phenomenon that boosted the market, estim. sales, persons made famous, Oprah Winfrey’s role.
* List of bestselling self-improve. books in 2018, 2016, 2015 (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
* Discussion of increased focus by publishers on male and Millennial readers
* 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

* Market status and growth (2011-2023 forecasts), strong unit sales growth in 2017-2018, buyer demographics, popularity rank for 14 topics, where audiobooks are purchased, segments, total audiobook sales vs. share for SI audiobooks, major competitors.
* Latest 2018 APA consumer survey results on market growth, audiobook formats, sales trends, comparisons to earlier surveys.
* Consumer spending on audiobook: 2012-2018, APA surveys
* Audiobook Buyer Demographics
* 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.
Table: Estimated U.S. Retail Sales of All Audiobooks

Company profiles: Nightingale-Conant, Audible.com, Centerpointe Research Institute.

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, 2018 enrollments, growth since 1960s, nonprofit/for-profit status, specializations, estd. & actual revenues/budgets, workshop topics in demand, mkt. size and 2023 forecasts.
* Status of the market in 2018-2019, enrollments, trends
* Address List of top centers in the U.S., directors’ names, 2018 attendance for each center
In-depth Company Profiles
Holistic Institutes
* 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 – 2017 financial statements/budgets/expenses by type

Training Organizations
* Franklin-Covey Co. – profile, history, training/consulting vs. retail business, financials: 2008-2019
* Sandler Training – profile, services, history, estd. revenues
* Dale Carnegie Training – profile, services, history, estd. revenues
* Toastmasters International – profile, services, history, actual revenues
* Hay House – profile, services, history, 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 2013 & 2016 actual revenues/expenses/profit statements)
* Discussion: Webinars as an alternative to live events

Table
The Leading Public Seminar Competitors: Revenues for 2011-2018

Company Profiles: (Description of company operations, courses, specialties)
- Fred Pryor/CareerTrack (Park University)
- Learning Strategies Corp.
- Skillpath Seminars (Graceland Univ.)
- National Seminars Group (Rockhurst Univ.)
- Landmark Education
- Success Resources America (formerly: Peak Potentials)

Status Report of The U.S. Weight Loss Market
* Summary/status of the industry in 2017-2019-- recent and emerging trends, Marketdata forecasts, advertising trends, current do-it-yourself trend
* 2018 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 mkt., lack of customization, poor management, other factors
* 2018 performance of: commercial programs, medical programs
* Discussion and $ size of the digital (virtual) weight loss market
* Discussion of the weight loss apps market.
Table: **Marketdata estimates** of the 10 major segments of the diet industry, $ values (1989 to 2018)—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 $ size of commercial vs. medical weight loss programs markets
Tables: Revenues of commercial diet centers, market share of top chains (2010-2018).

**Reference Directory of Information Sources** (free with any chapter order) 351

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