

The Market For Self-Improvement Products and Services

October 2019 - 12th Edition

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...Anthony Robbins, Oprah Winfrey, Joel Osteen, Eckhart Tolle, Gabby Bernstein, Jack Canfield, Mark Victor Hansen, Deepak Chopra, Suze Orman, Stephen Covey, Marianne Williamson, Brendon Burchard, 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, Danielle LaPorte, Mastin Kipp, Lewis Howes, John Maxwell, Jay McGraw, Paul McKenna, Tim Ferriss.

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- * 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
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- * List of leading infomercials of past decade (producer, \$ sales, etc.)
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- * *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
- * Marketdata and Simba Information \$ estimates of size of self-improvement books mkt., 2003, 2005, 2007, 2009, 2013, 2016, 2018, **2023 forecasts**, the major book distribution channels.
- * Discussion of increased focus by publishers on male and Millennial readers
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- * 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
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In-depth Company Profiles

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- * 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.

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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)

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- * Reasons why commercial diet companies are growing again, untapped mkts., 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.)

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

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