

The Market For Self-Improvement Products & Services

11th Edition

<https://marketpublishers.com/r/M9D3EBD9835EN.html>

Date: July 2017

Pages: 390

Price: US\$ 1,995.00 (Single User License)

ID: M9D3EBD9835EN

Abstracts

Simply the most comprehensive business analysis that exists of the self-improvement market. This Marketdata study examines the \$9.9 billion market for motivational “self-improvement” programs and products that seek to improve us physically, mentally, financially or spiritually. Discusses the market for: books, CDs/DVDs, audiobooks, infomercials, motivational speakers, public seminars, workshops, retreats, webinars, holistic institutes, personal coaching, websites, apps, Internet courses, training organizations and more. Nature of the business and outlooks for each market segment. Major topic categories covered: weight loss/exercise, business/sales skills, business opportunities/investing, improving relationships, and general motivational.

The study analyzes market segments/industry structure, the market's \$ size/growth (2003-2022 forecast), latest trends, latest survey findings of trade associations, the shift to Internet delivery of content, customer demographics, in-depth profiles of 60 top motivational speakers (Tony Robbins, Deepak Chopra, Phil McGraw, Dr. Laura, Brian Tracy, Suze Orman, Tom Hopkins, Robert Kiyosaki, Zig Ziglar, many others), top 100 infomercials list, 2016 status reports of the U.S. weight loss market, and more.

New For This Edition:

Demographic analysis of Millennials, Baby Boomer Clients, book buyers, infomercial buyers, audiobook users, holistic institute attendees, SI website visitors, weight loss/dieters, personal coaching clients.

New guru/speaker profiles: Oprah Winfrey, Joel Osteen, Tim Ferriss, Jay McGraw, Eckhart Tolle, Danielle LaPorte, Lewis Howes, Paul McKenna, John Maxwell, Mastin Kipp.

2017 & 2022 Forecasts

Analysis of the self-improvement apps market.

Contains a 115-page chapter profiling the activities/specialties and revenues of the top motivational speakers and gurus, with in-depth profiles of the top 60. 100 in-depth competitor company and guru profiles: Nightingale-Conant, Hay House, Peak Potentials, Landmark Education, Skillpath, National Seminars Group, Fred Pryor/Career-Track, Selfgrowth.com, Success Magazine, Beliefnet.com, Toastmasters, Dale Carnegie Associates, Franklin-Covey, Sandler Training, Toastmasters, Omega Institute, Esalen, Robbin Research, Weight Watchers, NutriSystem, Beliefnet, SelfGrowth.com, Headspace, The Chopra Center, more.

Contents

INTRODUCTION: STUDY SCOPE & METHODOLOGY

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

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 movers & shakers at: selfgrowth.com (David Riklan, Coach Federation), technology trends, marketing methods.

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...Anthony Robbins, 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.

New Profiles: Oprah Winfrey, Joel Osteen, Eckhart Tolle, Gabby Bernstein, Danielle LaPorte, Mastin Kipp, Lewis Howes, John Maxwell, Jay McGraw, Paul McKenna, Tim Ferriss

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Ryan Deiss, Jeff Walker, Callan Rush, Russell Brunson, Glenn Dietzel, Daniel Hall, Eben Pagan, Jay Boyer, Mike Koenigs, Steve Harrison, Jeremy Frandsen & Jay Van Orden

Competitor profiles: Selfgrowth.com, Consciousone.com, TSTN.com, success.com, Beliefnet.com, Thirddage.com. (headquarters, site description & specialties).

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Company Profile: Fred Pryor/CareerTrack (Park University)

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

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