

The U.S. Personal Coaching Market

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Abstracts

This Marketdata study examines the \$1 billion market for personal or life coaching” services. This is a market with few barriers to entry and multiple organizations providing “certification”, for a fee. The number of coaches in the U.S. is growing, as consumers seek advice and motivation regarding career changes, life-work balance, dealing with changing technology, finance, relationships, health, and more.

The report discusses: The nature and definition of the coaching business, its limitations and scope, image and credibility issues, why many coaches fail, market size (2006-2022 forecast), sensitivity to recessions, demand factors, results of the latest ICF industry studies (no. of coaches, coaches’ yearly earnings, fees charged, no. of clients, client profile, operating ratios, consumer awareness of coaches), list of major certifying bodies and trade journals, 10 best cities for personal coaches, and a comparison of U.S. vs. global coaching market. Also covers: major market issues and trends, Millennials’ use of coaching services, plus Profiles of 21 top coaches (with revenues when available).

The report also includes an overview of the total personal development market, with opinions by leading market experts and competitors, trends, market segments and their \$ values from 2003-2018 F (self-improvement books, audiobooks, motivational speakers, seminars, holistic institutes, online courses, training organizations, and weight loss programs).

Contents

INTRODUCTION

Study scope & methodology, sources used

THE PERSONAL COACHING MARKET

SUMMARY & NATURE OF THE INDUSTRY

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

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

ICF Consumer Awareness Survey findings

MILLENNIALS AND COACHING – DEMOGRAPHICS

Number of Millennials compared to Baby Boomers

Job prospects

Millennials and personal coaching

Table: How much they spend on personal improvement

Table: services used for career advice

INDUSTRY SIZE

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.

INDUSTRY OPERATING METRICS

Results of 2016 ICF consumer awareness studies, why people use coaches, why they don't, their objectives, by sex, age

Number of coaches: U.S. global: 2011, 2015

\$ size of U.S. and global coaching markets: 2011, 2015

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

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

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

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