# The U.S. Motivational Speaking Market

July 2016

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#### **Overview of the Total Self-improvement Market**

-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
- <u>Market Size & Growth, Segments</u>: Table & Discussion of total market size, growth, outlook (2003, 2005, 2007, 2009, 2011, 2013-14, 2018 forecasts), estd. \$ size of major segments, <u>BY DISTRIBUTION CHANNEL</u>: Infomercials, mail order catalogs, motivational speaker seminars, holistic institutes, self-improvement books & audiobooks, personal coaching

#### **Motivational Speakers Market**

\* Discussion of number of professional speakers in the U.S., avg. earnings, estim. 2005, 2007, 2009, 2011 income for the top gurus (table) - from speaking engagements, books, consulting, coaching, 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.
- \* Overview/size of corporate training market
- \* Speaking fees by person: selected top speakers table
- \* Rank of top 101 self-improvement experts, compiled by Self-Improvement Online 27

\* New up and coming speakers, profiles of: Brendon Burchard, Pete Bissonnette, Vic Johnson, Bill Harris.

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\* In-depth profiles of top self-improvement speakers and "gurus"/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...

- Anthony Robbins
- Jack Canfield,
- Mark Victor Hansen
- Deepak Chopra
- Suze Orman
- Stephen Covey
- Marianne Williamson
- Brendon Burchard
- Pete Bissopnette
- 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.