

Market Research

1. Potential marketing “hook” and differentiation from similar works

My approach is both precise and accessible. The tools I present follow a genuine educational model helping readers concretely use its information. Those tools go beyond techniques that foster better management of daily experiences; they radically improve understanding of our own thinking processes and provide a more effective and flexible way to cope with events. The book’s teachings makes it possible to do better when difficult choices arise, to manage conflicts and emotions, to cooperate, to forgive and to improve all dimensions of life.

The main hurdle in successfully acquiring new habits is our tendency to forget what needs to be done. Thus, it is not enough to read about new psychological tools, their content has to be highly usable – even memorable. Unfortunately, most self-help books do not present their content in a useful way. They show different examples but fail to systematically present an organized method to enhance our personal skills. Not only do I want people to read *A Little Essay on Mental Wellness: Four Seasons in Happiness*, I want this book to be a true reference tool for step-by-step improving in daily well-being.

1.1 Particularities in comparison with other competing books

All good self-help methods cannot be introduced in a single book. Therefore, *A Little Essay on Mental Wellness* does not directly compete with existing quality books on the topic (e.g. cognitive psychology, cognitive therapy and rational-emotive therapy). It is, rather, a complement. However, the book goes further by explaining the psychological causes of unhappiness. It also provides practical means to take real control of our existence and to improve self-realization. Its goal is not to repeat well-worn bromides ("concentrate on the positive events instead of focussing on the negative ones...", for example) but to understand what causes our daily torments and learn how to best handle them.

1.2 Advantages of a translation of *A Little Essay on Mental Wellness: Four Seasons in Happiness*

Four Seasons in Happiness has several of the qualities that characterise best-selling popular psychology books:

- Its content is popularized and comprehensive through a progressive presentation.
- The book gives a lot of examples.
- The book provides pictures and tables to help understanding.
- An English translation of my book will number approximately 300 pages, which falls in the average for that category of books.
- All scientific literature in psychology used in the book already comes from American (or more generally, Anglo-Saxon) researches (See *Bibliography*).
- I have material to write a minimum of four more books on similar topics (the second book is already written and will be published next year).
- World-wide rights are available.

- The original French version is already a best-seller.

2. Market-targets

2.1 Market-target audience

The main target audience for this book is the typical self-help book readers. But the book also targets:

- Depressive people: Cognitive Therapy has given excellent results in curing depression.
- Psychologists and psychotherapists who are looking for new reference books to help their patients.
- Decision makers: Those who must manage complexity and people in a changing environment.
- Pedagogues: They will find interesting information about processes related to learning.

2.2 Market Size

First, here is a global view of the market (example from the USA market):

Net sales for the entire United States publishing industry are estimated to have increased by 1.3 percent from 2003 to 2004 to a grand total of \$23.72 billion (...) Overall, trade sales rose by 1.9 percent, with sales of \$5.16 billion. Adult trade hardbound gained 6.3 percent (\$2.61 billion), while paperback sales were also up 2.8 percent (\$1.51 billion) (...), paperback sales were up 3.8 percent with sales of \$465.6 million. (From Association of American Publishers: <http://www.publishers.org/industry>)

Moreover, the expected market size is impressive in popular psychology. According to Bookwire, psychology, including self-help books, is one of the most dynamic sector. Total sales in this sector have almost doubled since 1993.

(See <http://www.bookwire.com/bookwire/decadebookproduction.html> for a detailed table)

Concerning *A Little Essay on Mental Wellness*, as sales could obviously vary according to supply chain, media coverage and other marketing aspects, we could project two different scenarios: a conservative one and a moderately optimistic one. Those projections are partly based on the topic of the book (popular psychology) and on preliminary sales results in French.

a) Conservative Scenario

In a conservative context, we can expect to sell one book a year for every seventeen hundred fifty people (1/3500 per year for the first two years). See the table below.

Population	Expected Sales of the Book (<i>number of copies</i>)
7,000,000	2000
50,000,000	14,285
300,000,000	85,750

b) Moderately Optimistic Scenario

In a optimistic context, we can expect to sell one book a year for every two hundred people (1/200 per year for the first two years). See the table below.

Population	Expected Sales of the Book (<i>number of copies</i>)
7,000,000	35,000
50,000,000	250,000
300,000,000	1,500,000

2.3 Expected sales in the first two years

The expected sales will vary according to the population and the projected scenario. For instance, if the book is well-supplied through a population of 50,000,000 people, we could expect to sell approximately 57,140 copies in the two first years through the conservative scenario, and 500,000 copies through the optimistic scenario. The preceding proportion (e.g. section 2.2) is also an average that includes the initial increase of sales that follows the book publication. Moreover, *A Little Essay on Mental Wellness* has the quality to be helpful as a reference, especially for psychologists and psychotherapists. For this reason, its sale should last for years (e.g. keep a constant sales curve). Finally, we could expect increased sales when the follow up book is published.

2.4 Summary of the existing competition

I compare my book to best-sellers because it has a best-seller profile and, in the three months that follow its publishing, has become a best-seller in French.

(The commentary explains what differentiates A Little Essay on Mental Wellness)

Title: *Emotional Intelligence: Why It Can Matter More Than IQ* (Paperback)

Author: Daniel Goleman

Details: 368 pages, Publisher: Bantam; Reprint edition (June 2, 1997) ISBN: 0553375067

Web link to Amazon library (for reference): http://www.amazon.com/exec/obidos/tg/detail/-/0553375067/ref=pd_ts_b_20/103-1446999-8032616?v=glance&s=books&n=4738

Commentary: This best-seller has a very good content but precisely suffers from the problem I mentioned previously. Its chapters are not organized in a way to help people remember how to concretely apply information to life. Besides, *A Little Essay on Mental Wellness* shares several good characteristics of this book (topic, documentation, exhaustiveness, etc.).

Title: *Feeling Good: The New Mood Therapy* (Mass Market Paperback)

Author: David D. Burns

Details: 736 pages, Publisher: Avon; Revised edition (October 1, 1999) ISBN: 0380810336

Web link to Amazon library (for reference): http://www.amazon.com/exec/obidos/tg/detail/-/0380810336/ref=pd_sim_b_1/103-1446999-8032616?%5Fencoding=UTF8&v=glance

Commentary: This other international best-seller has good qualities, as synthesis tables, to help readers concretely apply its content. Unfortunately, I think the popularization effort insufficiently facilitates understanding. It is hence difficult to usefully remember its content.

Title: *The Art of Happiness: A Handbook for Living* (Hardcover)

Author: Dalai Lama and Howard C. Cutler

Details: 322 pages Publisher: Riverhead Hardcover (October 26, 1998) ISBN: 1573221112

Web link to Amazon library (for reference): http://www.amazon.com/exec/obidos/tg/detail/-/1573221112/qid=1113586441/br=1-6/ref=br_lf_b_6//103-1446999-8032616?v=glance&s=books&n=4739

Commentary: This best-seller provides excellent tools and examples of the way we could apply mental control to develop happiness in our life. Unfortunately, as in the case of *Emotional Intelligence*, it does not present its content in an order that's useful in helping readers really apply its tools in their lives (no synthesis, no table, no pictures, etc.). *A Little Essay on Mental Wellness* is as easy to read as this book but supports its readers more effectively.

Other Competing Books

Title: *Mind Over Mood: Change How You Feel by Changing the Way You Think* (Paperback)

Author: Dennis Greenberger and Christine Padesky

Details: 243 pages, Publisher: The Guilford Press; 1st edition (March 15, 1995), ISBN: 0898621283

Web link to Amazon library (for reference): http://www.amazon.com/exec/obidos/tg/detail/-/0898621283/ref=pd_sim_b_4/103-1446999-8032616?%5Fencoding=UTF8&v=glance

Title: *A Guide to Rational Living* (Paperback)

[Albert Ellis](#)

Details: 283 pages, Publisher: Wilshire Book Company; 3rd Rev edition (August 1, 1975), ISBN: 0879800429

Web link to Amazon library (for reference): http://www.amazon.com/exec/obidos/tg/detail/-/0879800429/ref=pd_sim_b_6/103-1446999-8032616?%5Fencoding=UTF8&v=glance

Title: *The 100 Simple Secrets of Happy People: What Scientists Have Learned and How You Can Use It* (Paperback)

Author: David Niven

Details: 224 pages, Publisher: Harper San Francisco (June 1, 2000) ISBN: 0062516507

Web link to Amazon library (for reference): http://www.amazon.com/exec/obidos/tg/detail/-/0062516507/qid=1113586441/br=1-8/ref=br_lf_b_8//103-1446999-8032616?v=glance&s=books&n=4739

Title: *Happiness: Lessons from a New Science* (Hardcover)

Author: Richard Layard

Details: 320 pages, Publisher: Penguin Press HC, The (January 27, 2005) ISBN: 1594200394

Web link to Amazon library (for reference): http://www.amazon.com/exec/obidos/tg/detail/-/1594200394/qid=1113586441/br=1-14/ref=br_lf_b_14//103-1446999-8032616?v=glance&s=books&n=4739

Title: The Four Things That Matter Most: A Book About Living (Hardcover)

Author: Ira Byock

Details: 240 pages, Publisher: Free Press (March 8, 2004) ISBN: 0743249097

Web link to Amazon library (for reference): http://www.amazon.com/gp/product/product-description/0743249097/ref=dp_nav_1/103-1446999-8032616?%5Fencoding=UTF8&n=4739&s=books

Consider also, based on Amazon sales ranking :

Learned Optimism : How to Change Your Mind and Your Life

by [Martin Seligman](#)

Authentic Happiness : Using the New Positive Psychology to Realize Your Potential for Lasting Fulfillment

by [Martin Seligman](#)

Happiness is a Choice -- by BARRY NEIL KAUFMAN

Happiness Is a Serious Problem : A Human Nature Repair Manual -- by Dennis Prager;

What Happy People Know : How the New Science of Happiness Can Change Your Life for the Better

by Dan Baker, Cameron Stauth

The Sedona Method: Your Key to Lasting Happiness, Success, Peace and Emotional Well-Being

by Jack Canfield (Foreword), Hale Dwoskin