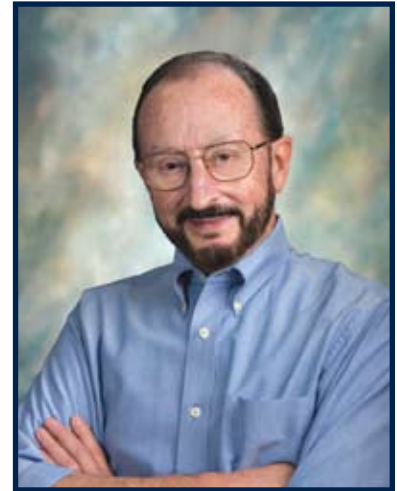


Eldon Taylor, Ph.D.

Eldon Taylor, Ph.D., is a world renowned author, dynamic speaker, former criminalist and one of the world's foremost experts on preconscious information processing, who's prestigious career over the past twenty-five years, has taken him to packed lecture halls throughout the U.S., U.K., Germany, Hong Kong, Mexico and Malaysia. His unique, charismatic and energetic style captivates his audiences, compelling them to take control of their life with a style and approach that is unique and empowering. He is the author of five books regarding the subject of subliminal communication and the inventor of the proven and patented technology InnerTalk®.



Eldon is also the author of more than three hundred InnerTalk® personal empowerment audio and video programs and his work has been published in the likes of *Newsweek* and *Annals of Psychotherapy*. In his latest International best-selling book, *Choices and Illusions*, Eldon shares his life story, integrated with his work and research, that reveals how and why we get locked into self-imposed limitations and false self-images—"negative self-talk"—and demonstrates how we can retrain our mind with positive "self-talk." Moreover, he qualifies us to make an immediate life change just by revealing how we can look at things differently and therefore affect our entire existence. Indeed, he makes the process of change so simple and clear that his readers and listeners alike walk away with the feeling of great hope and self-realization.

Eldon believes that self-empowerment is a journey, not a rags-to-riches scheme. In fact, his business operates on a business model different from most. He offers many free products and website content designed just to help others. He shares his genuine and candid belief that the spiritual content of his programs and in his work are essential to the success of what he does and who he is, holding steadfast that this is what contributes to everyone's happiness, health, and longevity—his research and data conclusively supporting these beliefs.

Eldon has earned doctorates in clinical and pastoral psychology. He is an ordained interdenominational minister and a Fellow in the American Psychotherapy Association. Listed in more than a dozen Who's Who publications, he was awarded the 2005 International Peace Prize by the United Cultural Convention for his "outstanding personal achievements to the good of society as a whole."