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International Best Seller *Choices and Illusions* Illuminates 3 Key Reasons New Year's Resolutions Fail

Why is making that New Year's Resolution a sure-fire recipe for failure? Simply put, it's in the ingredients that make up your life. In this instance, it's the *missing* ingredient, which is the true desire to achieve the specified goal. How can you become a successful entrepreneur if deep down you feel unworthy of respect? How will you become thin when those extra pounds relieve you of unwanted attention from the opposite sex? In this latest provocative compilation of Eldon Taylor's life work, the award-winning author and dynamic speaker on the complex mechanics of the human mind, and former criminalist, sheds light on why our life ingredients—our parents' divorce, negative reinforcement, etc.—can make it impossible for us to achieve our New Year's Resolutions or our goals at any time of the year and how we can truly succeed at that which we set out to achieve.

Choices and Illusions tells us how to take control of our destiny and realize our true potential by recognizing that failure to accomplish our goals is a combination of three things: how our beliefs often betray us, how our expectations are self-fulfilling, and how our mindless actions can control us. It is an adventure that is every bit as exciting as the best of scientific discoveries. Taylor's approach is pragmatic, and his conclusions are soul enhancing. Along the journey you'll hear fantastic stories of divine intervention, and have vivid "a-ha" moments in which you may understand why you harbor self-defeating beliefs, do things you feel are beyond your control, and realize that it is never too late to be happy and succeed, regardless of your past actions.

After skyrocketing to the top of the charts just a few short weeks following its debut on Amazon.com in June 2007, it was clear from reader feedback that *Choices* was a book truly capable of changing lives. Described by critics as inspirational, extraordinary, and compassionate, *Choices* stems from Taylor's fundamental belief that self-responsibility, forgiveness, gratitude and service are the four cornerstones for personal empowerment, and that from this foundation we can better understand who we are and how to get to where we want to be. And so the journey begins, as Taylor takes us with a gentle hand and leads us on the path to hope and self-realization, dispelling the common myths of the human psyche that can hold us back.

"Many believe that just stating an intended life change is going to take them there, all the while burying their negative self-talk of 'Yeah, right!' The power to change lies in turning that negative self-talk around and realizing that we all have an eternal truth and life purpose that when nurtured and guided, can lead us on a journey of self-discovery and highest self actualization," says Taylor, Ph.D., clinical and pastoral psychology.

Taylor began his career over 25 years ago as a practicing criminalist, where he specialized in the supervision and conduction of investigations, forensic hypnosis and lie detection testing. It was in this setting, at the Utah State Prison from 1986-1987, that Taylor conducted his first study into the extreme emotive value of words and

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how they are stored in the subconscious. He found that when these words are negative, the subconscious can unknowingly contribute to the devastation of a life when responsibility is replaced with blame. Alternately, he realized how the subconscious can be “reprogrammed” through positive subliminal communication. This revelation led Taylor to further research his findings and eventually develop the only proven and patented technology of its kind—InnerTalk.®

Since then Taylor has consistently pushed the envelope in the areas of hypnosis and subliminal information processing, placing him at the forefront of his field. He is a Fellow with the American Psychotherapy Association, and 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.”

Taylor is also the author of five additional books dealing with the subject of subliminal communication, many published articles in journals such as *Annals of Psychotherapy* and the *Journal of Complimentary Medicine* as well as over three hundred *InnerTalk* personal empowerment audio and video programs.