

## **Scientifically-proven Methods Help You Keep Your New Year's Resolutions by New York Time's Best Selling Author, Eldon Taylor, Ph.D.**

New Year's Resolutions Fail Because We Sabotage Our Own Plans.

Most of us believe it is the amount of our resolve—the pure determination—that dictates whether or not we will keep our New Year's resolutions. It is all a matter of will power and if our will power is strong enough, then we will succeed. The truth of the matter is, we unknowingly sabotage our own attempts and the more subconscious reasons we have to 'opt-out' of success, the less likely we are to succeed. How can I ever become a successful entrepreneur if deep down I feel unworthy of respect? Or how will I ever lose those extra pounds when eating that chocolate cake really does assuage my anxiety?

New York Times and International Best Seller, "Choices and Illusions," by award-winning author, Eldon Taylor, Ph.D., tells us how to take control of our destiny and realize our true potential by recognizing that failure to accomplish our goals is due to our negative programming and the 'no-don't' syndrome. Taylor, a dynamic speaker on the complex mechanics of the human mind, and former criminalist, shares with us his scientifically proven tools needed to reverse years of failure and provides us with three simple questions to ask ourselves so that we may never fall into this trap again.

**Challenge your listeners to take control of their lives this year  
by realizing what it is that's been holding them back!**

For more information, go to

[http://choicesandillusions.com/press\\_media/biography.html](http://choicesandillusions.com/press_media/biography.html)

To request a press package and review copy of

Choices and Illusions, and to book Dr. Taylor for your radio show,

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