

What is it like to work with Lindy Gifford?

MANIFEST

Identity

Full Reviews &
Author Stories

Lisa Steele-Maley, author of *Arriving Here: Reflections from the Hearth and Trail*

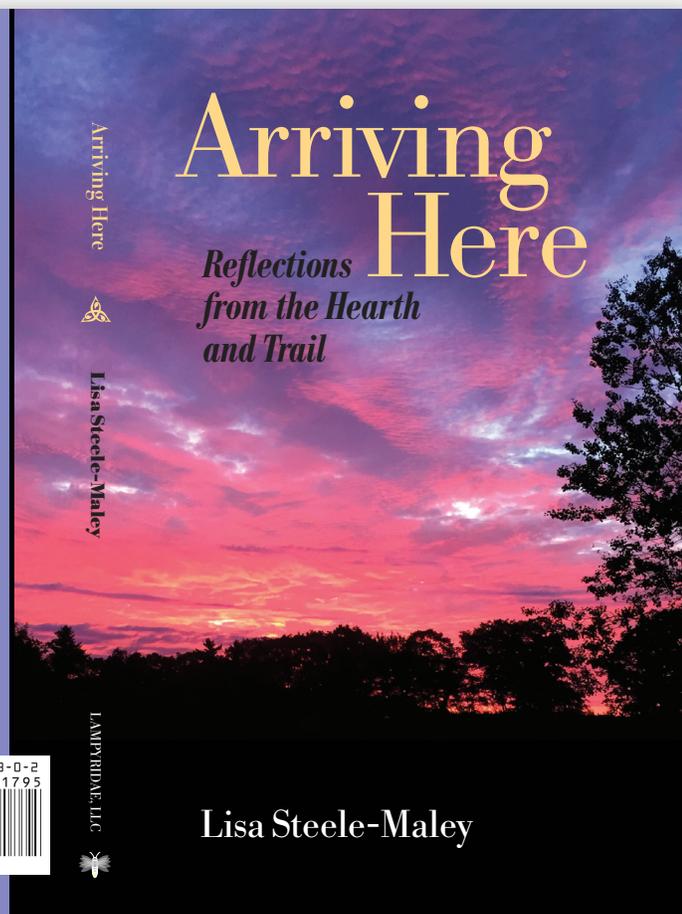
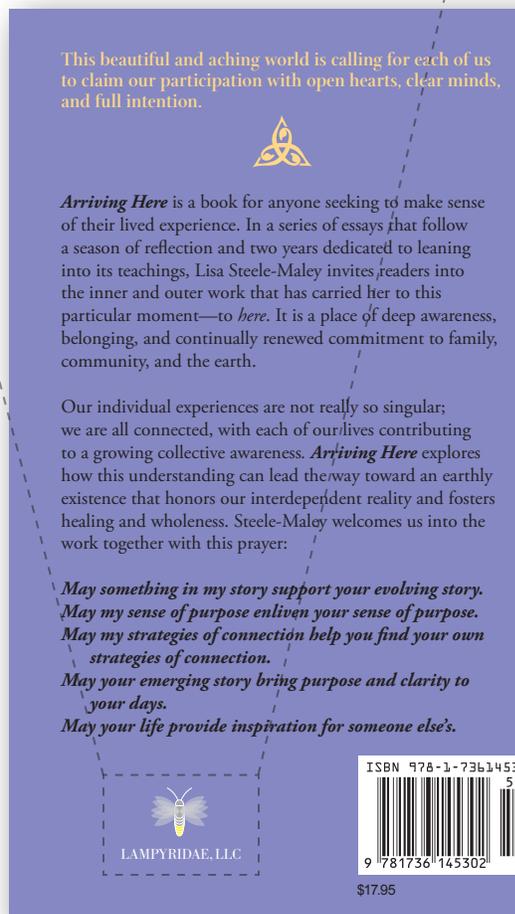
“**B**y the time I was ready to prepare my second book for publication, I knew I wanted to hold the process closely. Having published my first book through a more traditional route, I knew that “self-publishing” would require me to find and hire professionals who could help ensure a polished final product. I am so grateful that I found Lindy Gifford for design, layout, and publishing consulting.



In layout and design, Lindy did a wonderful job of mirroring the book’s themes in its look and feel. As she massaged font treatments throughout the book, she asked important questions that helped me even better understand particular passages. She listened to my concerns and intentions and invited me to new awareness of how visual layout can support content. Lindy’s deep listening, artistic eye and hand, and experience in self-publishing transformed my pdf manuscript into a beautiful book that is available in all major markets.

Over the months that we worked together on *Arriving Here: Reflections from the Hearth and Trail*, Lindy’s approach was the perfect blend of responsiveness, support, and provocation. Thanks to her partnership and professionalism, I have a book that I am proud of—one that offers readers a space of beauty and respite in its pages.”

Lisa formed an LLC as a home for her publishing venture, as well as other endeavors. She wanted a custom logo for the title page and back cover of the book, so I designed this little firefly for her. —LG

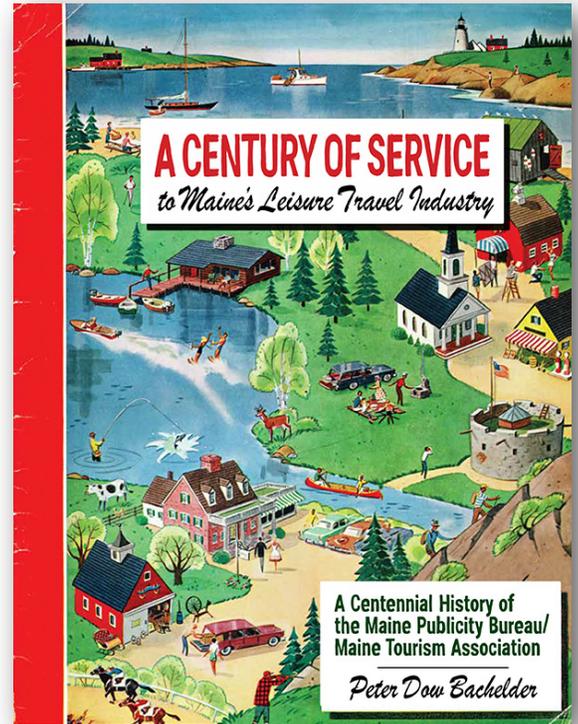


Peter Dow Bachelder, author of *Vacationland & A Century of Service to Maine's Travel Industry*

Peter came to Manifest Identity with a long manuscript that I estimated would be a 600 page 8½ x 11 book. In my initial manuscript assessment, I suggested that he publish two books, since each had its own distinct audience. He is successfully marketing the first, A Century of Service, to a niche market with which he is well acquainted. His second book, Vacationland: A History of the Maine Tourism Industry, is the first comprehensive study of the subject and as such, commands a much wider audience. Peter chose to have both books printed locally and is selling them directly to individuals, organizations, bookstores, and libraries.

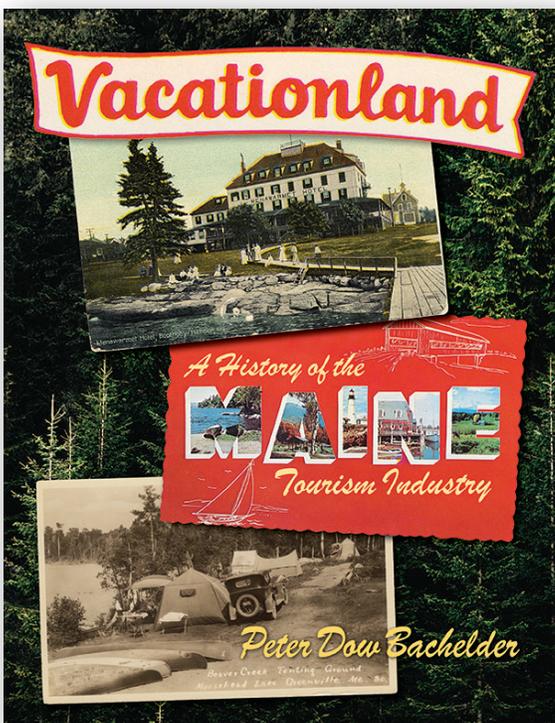
I also worked with Peter on his titles. The second book was originally titled Maine Tourism, with a longer subtitle. In consultation with some of my colleagues who have worked for many years with traditional book publishers, we came up with Vacationland, which I was sure would serve the book better and Peter enthusiastically agreed.

—LG

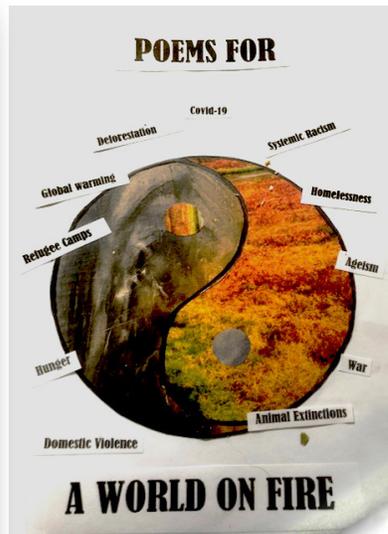
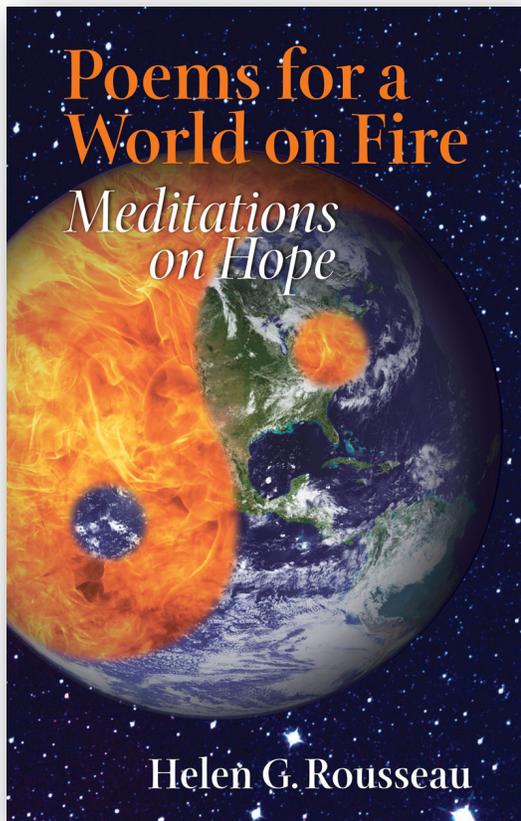


“ I very much enjoyed working with Lindy Gifford. Her willingness to review and undertake the project I was then looking to complete—the design and layout of two sizable books—was at once a great encouragement and an unceasing inspiration to me going forward.

The innovative ways in which she handled matters right from the start quickly showed me the vast extent and depth of her experience and knowledge. Her keen perspective was likewise invaluable and her advice was always most helpful and reassuring. It was a joy for me to be associated with such a dedicated and talented professional. I would encourage anyone seeking assistance in the realm of publishing and graphic design to look no further than Lindy. You won't be disappointed.”



Helen G. Rousseau, author of *Poems for a World on Fire: Meditations on Hope & Coming to the Edge: Fifty Poems for Writing and Healing*



me realize I could never do this on my own. Three years later as I was putting another book together, I knew that Lindy was the one who could help me with this one too.”

Helen came up with the original concept for the cover of Poems for a World on Fire. As part of her process of writing, editing, and gathering the poems, she created this collage based on the Yin Yang symbol. I created the

final book cover based on her concept, using three different photographs and combining them into an original photo illustration, over which I overlaid the words. (I downloaded the fire image for a small fee from a stock site I subscribe to. I downloaded the image of the earth and the starry night free from the NASA website.) —LG

“**I**n 2015, Lindy Gifford and I were ordained as interfaith ministers. As a graphic artist for many years who worked in publishing, she wanted to go out on her own. When she announced she’d be starting a Book Birthing group, an inner voice said to me: this is what you need. I had been working on a book of poems, centering on my experiences in an abusive relationship of many years. I was using writing as healing and in poetry I could express emotions I had never expressed in the relationship. The affirmation and support in the Book Birthing group gave me the courage to look through my poems and prepare a manuscript.

As a leader of writing groups for many years, I knew prompts are a powerful way to begin writing and expressing our feelings. I attached a prompt with each poem and an affirmation to end their writing on a positive note. I gave Lindy my finished manuscript and she placed it in the necessary format to be uploaded to Amazon and Ingram Spark. For three years, I used this book in writing classes geared to seniors. Working with Lindy to publish a book was a steep learning curve which made

