

Bay News

The Northern
Advocate



Cassandra Gaisford with one of her dramatic artworks. She is based in Kerikeri and is also an author and life coach.

Kerikeri therapist, author, artist, coach

Reading Cassandra Gaisford's life story is enough to make you breathless. She is a high achiever and multi-tasker.

She is an award-winning artist, best-selling author, she heads up her own publishing company, she's a therapist who uses what she calls chromology and, just when you thought it couldn't get any more complex or varied, she's a Reiki master.

First, the art. She was the supreme winner of the Wai Art Awards and a finalist in the Adam's Portrait award. She has participated in various overseas workshops including a fresco painting workshop in Florence, and a Sumi-E ink painting workshop in Hawaii.

When she sells a piece of art, or when she signs someone up to her creativity workshops, she donates some of that money to Women's Refuge.

She has become an Amazon best-selling author with titles that include Art of Success: Leonardo da Vinci, The Happy, Healthy Artist, Mid-Life Career Rescue, How to Find Your Passion and Purpose, among others that include works of fiction and non-fiction including Where is Salvator Munti? and The Art of Deception.

Getting her Happy at Work book published was a mission filled with disappointment. The book came about because as the owner of coaching firm Worklife Solutions, she had a passion to help people make informed career choices.

"I had interest from a literary agent who flew out from New York to talk about it but ultimately, the US agent's promises evaporated."

She solved the problem by starting a publishing company, which gave her creative control.

"I taught myself InDesign, took the photos, sourced the quotes, edited, proofread, found a printer and now I am managing publishing, marketing and publicity," she said.

Then there is the life and career coaching side to her work. She says clients call her "the queen of uplifting inspiration" and she believes in the "power of love, spirituality and creativity to transform your life."

She says she has lived a chameleon life who has had horror jobs and yet some "millionaire moments".

<http://www.cassandragaisford.com>