



## Mouth Public Relations Case Study

### Notes Left Behind

**Objective:** Our clients are Keith and Brooke Desserich, parents who lost their daughter, Elena, at the age of six to pediatric brain cancer. The couple wrote a journal about their experience, which evolved into a self-published book, *Notes Left Behind*. Mouth Public Relations was asked to help these first-time authors find a book agent; shortly after, we were hired to become the Desserichs' personal publicists for their book and their charity, The Cure Starts Now. (The authors' proceeds from the book were donated to the non-profit organization.)

**Strategy and Tactics:** Mouth Public Relations pitched book agents and conducted a national media campaign for the book once it was published, as well as developed PR tactics for the charity.

**Results:** Mouth Public Relations successfully pitched an agent who sold the book to HarperCollins. We booked national media, including *Today*, *Good Morning America Health*, *People*, and *In Touch*, among others. Our work resulted in nearly 187,000 unique visitors from 165 different countries to the book's website on the first day of publicity, and *Notes Left Behind* became a *New York Times* bestseller.