



Small
Business
Monthly

www.sbmon.com JANUARY 2010

The Success Factor: Learn from St. Louis' Most Innovative & Exciting Companies



DAVID SITEMAN GARLAND The Rise To The Top

David Siteman Garland was having a conversation with a friend when he was struck with an idea. His friend, a graphic designer, was saying that there was not a great resource that taught entrepreneurship in a lighthearted, effective way. Garland, an entrepreneur-speaker-writer-consultant hybrid, decided to tackle the problem by creating The Rise To The Top, a television show and web resource, through which he advises clients on marketing, social media, on-line strategy and building brands on the web.

Garland says The Rise To The Top has an “entrepreneurial swagger,” which makes it unique. “The swagger comes from not taking ourselves too seriously but delivering how-to information from down in the business-building trenches,”

he says. “If I can make you laugh, learn and take action, then I’ve done my job.”

His goal is to inspire 1 million people to create a business worth a minimum of \$1 million and, more important, be happy and excited every day when they go to work.

Garland says it is challenging for him to act on the right ideas to inspire entrepreneurs. “The right shows, the right product line, etc. is going to be crucial in the future,” he says. “The other challenge is patience. I lack it.”

Garland’s ability to inspire innovation and happiness in the business community may come from the balance in his own life. “Bottom line, though, is family first,” he says. “If my family is healthy and happy, then so am I.”

THE SUCCESS FACTOR COMPANIES

- Around the Table
- The Rise To The Top
- Yurtopia
- Virtual Nerd
- LangLearner
- The Blessing Basket Project

