

**BEST USE OF TWITTER
TO PROMOTE A
PERSONAL BRAND**

DAVID GARLAND
@TheRiseToTheTop

The Judges Say: 2010 was a busy year for video blogger/entrepreneur/author David Siteman Garland – yet he’s still found the time to amass 27,000 Twitter followers. Even when limited to 140 characters, Garland manages to mix witty banter and industry ideas into a pleasant stream. He calls himself “The #1 Non-Boring Resource For Building Your Business Smarter, Faster, Cheaper.” And in his case, that’s not even hyperbole.

FINALISTS

- Claire McCaskill – @clairecmc
- Dana Loesch – @DLoesch
- Danielle Hohmeier – @daniellesmyname
- Michael Tomko – @michaeltomko

