



## 14 Power Women To Follow On Twitter

*Samantha Ettus, 01.07.10*

### **These "twilebrity" brands are building online empires 140 characters at a time.**

If you are active on Twitter, you are likely familiar with @maddow, @oprah, and even @digitalroyalty. Perhaps these notables are already in your network. But there's a new generation of Twitter powerhouses that are worth watching.

These women tweeters have brands that are soaring--they have found their niche and are capitalizing on it through their work, their personalities, their writing, and now, their Twitter followings. They land securely in the range of the almost-famous, with their eventual domination of the Twittersphere not yet complete. But the 14 showcased here are all gaining steam fast and are on schedule to double (or more) in size in six months.

These "twilebrities" are constructing digital empires by building brands from the ground up. They are not only experts, but also extraordinarily engaging, hard working, interactive and responsive to their communities. And they are deserving of your follow.

#### [@BonnieFuller](#)

Editrix Bonnie Fuller--who raised the stakes in the tabloid genre through her decisive leadership of *US Weekly* and *Star*--is a one-stop gossip shop, regularly breaking news ahead of the tabloid weeklies. Now editor of [HollywoodLife](#), in addition to creating content, she spouts her own opinions like a real-life gossip girl.

#### [@gretchenrubin](#)

What's a second act to being editor-in-chief of the *Yale Law Review*, clerking for Supreme Court Justice Sandra Day O'Connor and authoring biographies? Try pursuing happiness and becoming a bestselling author in the process. Blogger Gretchen Rubin spent a year on a "happiness project"--resulting in the bestseller *The Happiness Project*. Her insights are always worthy of a retweet.

#### [@gwenbell](#)

Tech evangelist, yogi and outspoken advocate for online/offline life balance, Gwen Bell adopted her hometown of Boulder, Col.,--based on its vibe mirroring her own. An army brat who most

recently lived in [Japan](#), this free spirit has a natural talent for her dual obsessions: technology and connecting. And nobody does it better.

#### [@jessicagottlieb](#)

It is not an exaggeration to describe Jessica Gottlieb as one of the most decorated guards of the mommy bloggersphere. She will make you blush, laugh and cry with her trademark candor, often calling out other bloggers for poor behavior. Somehow the Twittersphere feels a bit safer because she is in it.

#### [@jessweiner](#)

A self-described "actionist" focused on inspiring young women, Jessica Weiner is a multi-media personality and a fighter for all things good and right. Whether you are raising daughters or feel like you are crashing into a glass ceiling, you will find her words empowering.

#### [@juliaroy](#)

Social strategist Julia Roy is a symbol of the next generation. She is huge on FourSquare, the mobile location-sharing service, and a tireless proponent of the life transparent. This brainy blond with the lovable smile and statement glasses may as well be *the* Twitter poster girl.

#### [@juliettepowell](#)

With an expertise in social capital, Juliette Powell has been steadily building her own. Her new book, *33 Million People in the Room*, is right on brand--a crash course in social media. She has an enviable network, as evidenced by her A-list clientele. This consultant is the ultimate connector.

#### [@kriscolvin](#)

Kristi Colvin is the prom queen of online design, usability and branding. Her design work is engaging--incorporating both homemade or handmade elements and high tech--just like her tweets. You can't help but like her approachable and engaging delivery.

#### [@lisastone](#)

One-third of the BlogHer founder power trifecta including [@jorydj](#) and [@elisac](#), Lisa Stone is a symbol of what women are capable of in the new media sphere. She is daring, smart and magnetic.

#### [@mom101](#)

Brooklyn's Liz Gumbinner speaks her mind through her superbly written blog--just don't get her started on the sanctimommy trend. Though she has strong opinions, she works hard to maintain solid relationships with the important peeps in her field. Mixing charm with her trademark sarcasm, she is always full of surprises.

#### [@prsarahevans](#)

Marrying her PR background and a passion for social media (a self-described "Twitterholic"), Evans has developed a devoted following that she likens to "a giant cocktail party." If there's any doubt about her guest list, take a look at her following.

[@suzywelch](#)

Suzy Welch--bestselling author, former *Harvard Business Review* editor and the decidedly prettier half of power couple Jack and Suzy (husband [Jack Welch](#) was once known as the Genghis Khan of GE)--offers a stand-out blend of all things business and personal. Following Suzy Smarty Pants is a no-brainer.

[@thepioneerwoman](#)

Documenting her transition from LA woman to Oklahoma rancher wife, mom of four and, yes, lover of butter, Ree Drummond has her brand down pat. And it's working: Last year she released a cookbook, *The Pioneer Woman Cooks*, and she is being talked about--a lot. A TV deal can't be far behind. Her motto is "Every day is a winding road," and you will certainly want to follow hers.

[@toryjohnson](#)

Workplace guru, entrepreneur and founder and CEO of the recruiting and career coaching service Women For Hire, Tory Johnson can be seen regularly on *Good Morning America*. Johnson isn't just brimming with good career advice, she's highly accessible and responds to her Twitter followers--fast.

*Samantha Ettus is a personal branding expert, the host of [Obsessed TV](#) and the author of the bestselling *Experts' Guide* series of books. Follow her on Twitter [@samanthaettus](#).*