--Using the IN Operator. Rather than filtering the firstname one by one, place the firstname in an IN operator.

SELECT [BusinessEntityID]

,[PersonType]

,[NameStyle]

,[Title]

,[FirstName]

,[MiddleName]

,[LastName]

,[Suffix]

,[EmailPromotion]

,[AdditionalContactInfo]

,[Demographics]

,[rowguid]

,[ModifiedDate]

FROM [AdventureWorks2012].[Person].[Person]

Where

FirstName = 'Ken' OR

FirstName = 'Terri' OR

FirstName = 'Rob'

--Using the IN Operator for more efficient query

SELECT [BusinessEntityID]

,[PersonType]

,[NameStyle]

,[Title]

,[FirstName]

,[MiddleName]

,[LastName]

,[Suffix]

,[EmailPromotion]

,[AdditionalContactInfo]

,[Demographics]

,[rowguid]

,[ModifiedDate]

FROM [AdventureWorks2012].[Person].[Person]

Where

FirstName IN ('Ken','Terri','Rob')