



How to Build Better Image and Networking

Jimmy Susanto, CMT.NLP, ACC

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Introduction Games

Seni berkenalan



Introduction Games

- ▶ 1. Cari orang yang belum Anda kenal sama sekali
- ▶ 2. Jabat tangan / salaman. (Lalu tangannya dilepas)
- ▶ 3. Perkenalkan nama Anda. (Hanya NAMA)
- ▶ 4. Bergantian memperkenalkan nama diri Anda
- ▶ 5. Diam, Mingkem, Tanpa Bicara, Tanpa Bersentuhan, Tanpa Pergerakan, Saling melihat / menatap dari ujung rambut sampai ujung kaki
- ▶ 6. Ketika waktu selesai, ambillah kertas dan tulislah 3 hal positif mengenai teman baru Anda
- ▶ 7. Bagikan hasil 3 hal positif / Impresi tersebut ke teman baru Anda



Introduction Games

Apa efeknya?

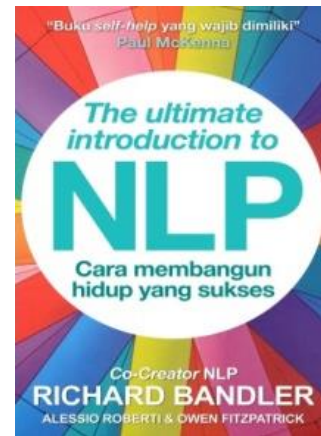
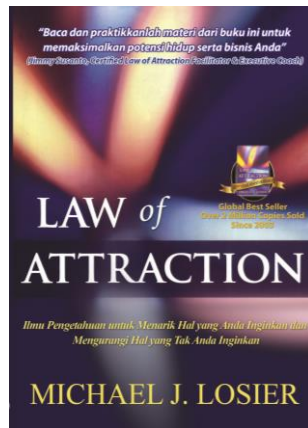


THE WORLD'S LEADING ENTREPRENEURS & PROFESSIONALS
 REVEAL THEIR SECRETS TO **IGNITE** YOUR HEALTH, WEALTH & SUCCESS.

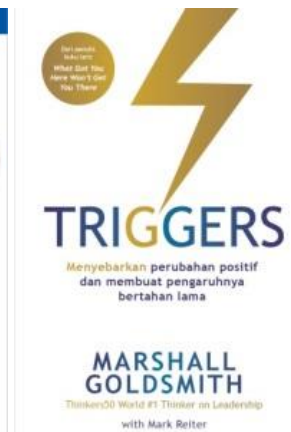
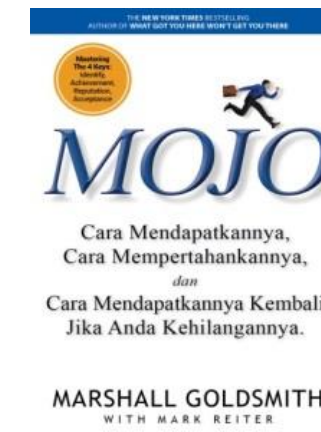
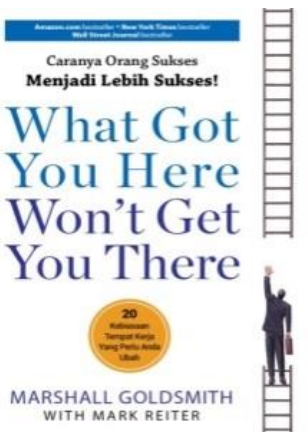
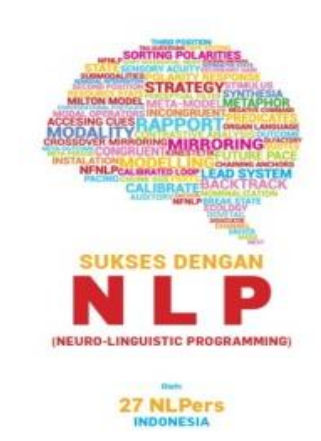
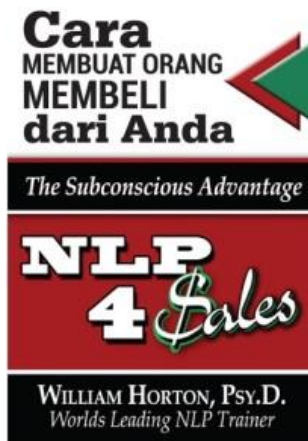
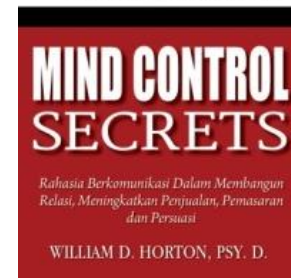
IGNITE YOUR LIFE



FEATURING
BRIAN TRACY, JIMMY SUSANTO, MH, ACC
 AND OTHER LEADING ENTREPRENEURS & PROFESSIONALS



Jimmy Susanto, CMT.NLP, ACC
CARA MEMBUAT ORANG LAIN MELAKUKAN YANG ANDA INKINKAN
 dan mereka pikir itu ide mereka



- Certified Master Trainer of NLP (NFNLP – USA)
- Licensed Trainer of NLP (The Society of NLP – USA)
- Licensed NLP Coaching Trainer (The Society of NLP – UK)
- Persuasion Engineering (The Society of NLP – USA)
- Design Human Engineering (The Society of NLP – USA)
- Life Long Learning in Developing Application of NLP (SNLP– Netherland)
- Certified Law of Attraction Facilitator (Michael Losier, Inc – Canada)
- Associate Certified Coach (International Coach Federation – USA)
- Associate Certified Meta Coach (Meta Coach Foundation – USA)
- Group and Team Coach (Meta Coach Foundation – New Zealand)
- The Competent Coach (Global Coach Trust – India)
- The Coach Practitioner (Global Coach Trust – India)
- Cerified Professional Coach (Loop Indonesia – Indonesia)
- Certified Hypnotherapist (National Guild Hypnotist, Inc – USA)
- Master Hypnotist (Banyan Hypnosis Center – USA)
- 5-PATH Hypnotherapist (Banyan Hypnosis Center – USA)
- 7th Path Self-Hypnosis Teacher (Banyan Hypnosis Center – USA)
- Practitioner of Time Line Therapy (Time Line Therapy Association – USA)
- & dan lain-lain...



Jimmy Susanto, CMT.NLP, ACC

Founder and Master Trainer NLP @ NFNLP Asean

January 2015 - Present

Founder and Head Coach @ Indonesia Coaching Alliance

January 2015 – Present

International Book Publisher @ PLP Book

February 2014 - Present

Contributor @ MNC Business Channel

2013 – 2015

Contributor @Bisnis Indonesia Weekend

2014 - 2015

Director @ PT. Pengembang Lintas Pengetahuan

April 2013 - Present

Licensed Trainer of NLP™ @ PLP Institute

March 2012 – Present

General Manager – PT. Coinmas Membangun

2011 – October 2012

Sales & Marketing Manager – PT. Coinmas Membangun

April 2007 – October 2011



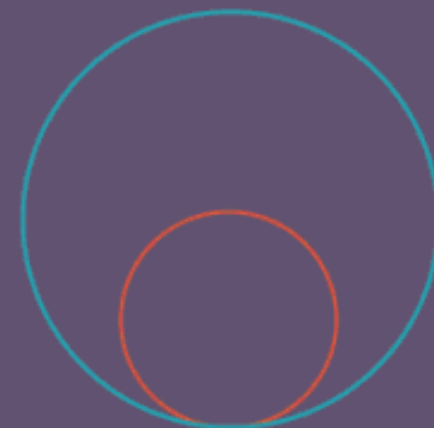
Let's



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WHY





Why am I here?

2 of WHYs ?

1. Why Am I Here ?

2. Why Am I doing This ?

WHO



Who Am I?

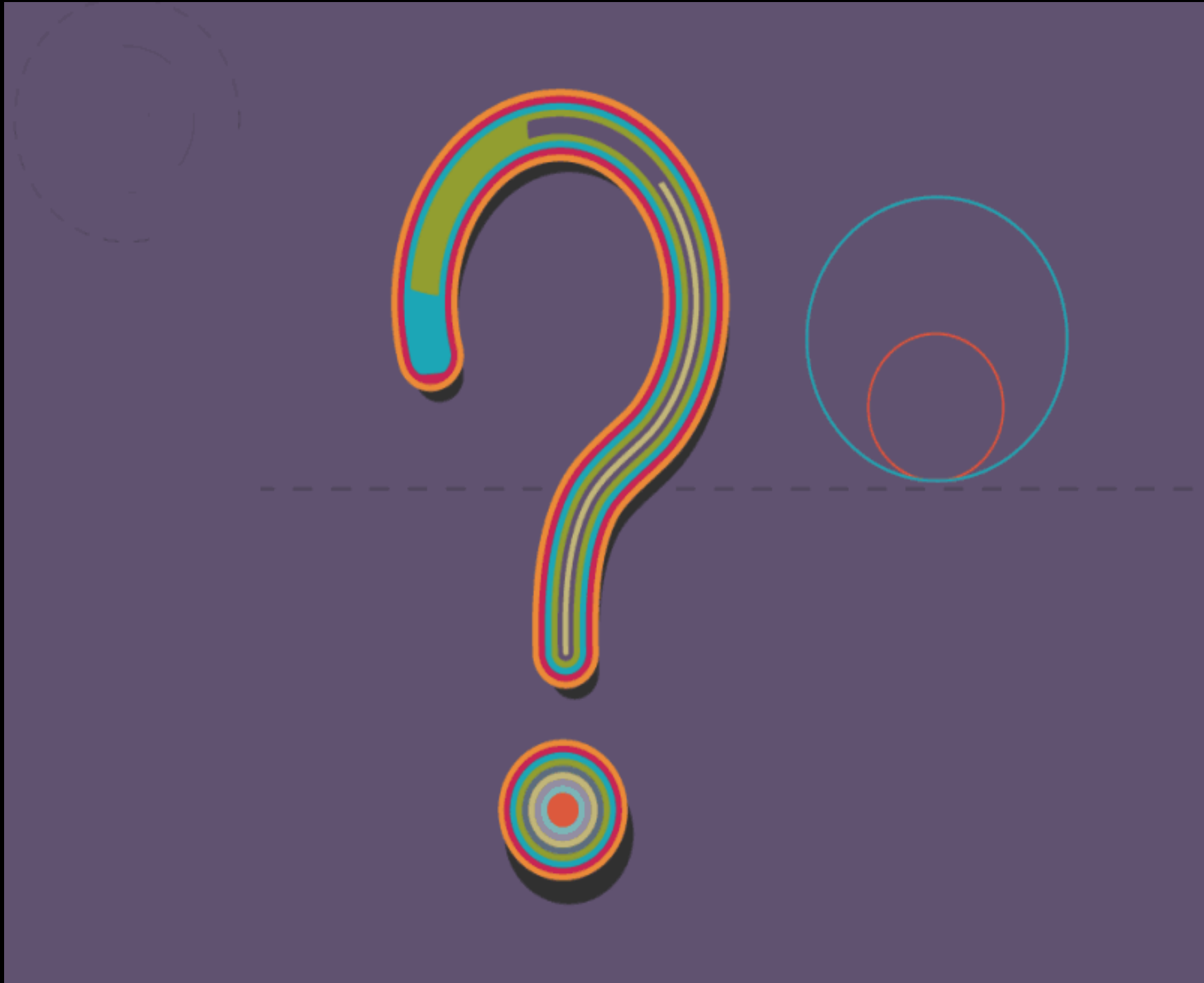


2 of WHO's ?

1. Who Am I ? - Self

2. Who Am I ? - Others

WHAT





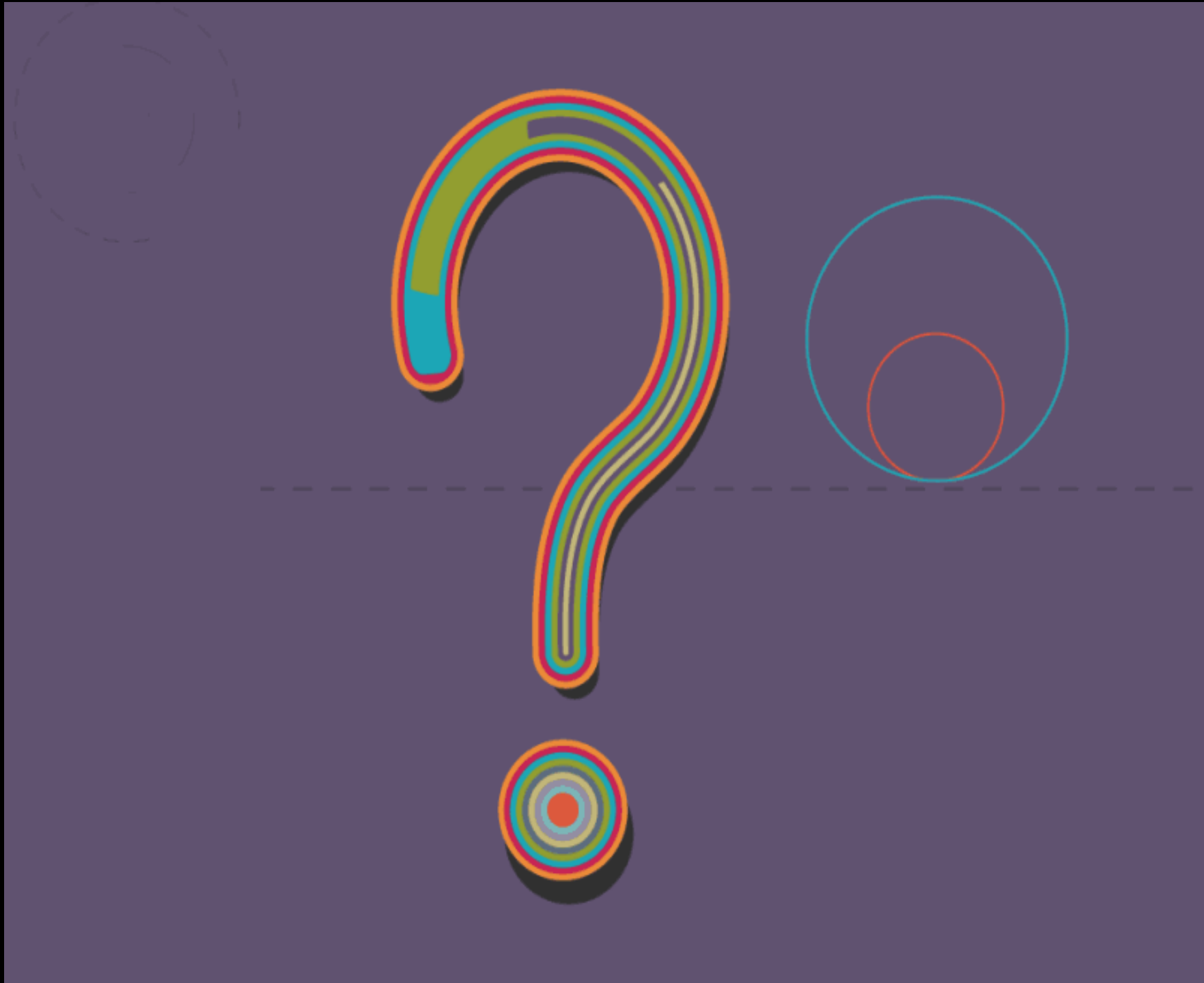
WHAT?!

2 of WHATs ?

1. What is it? Personal ?

2. What is it? Professional ?

WHY
WHO
WHAT



How to Build a Better Image and Networking


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- ▶ Image
- ▶ Judge a Book by it's cover
- ▶ You are YOUR Brand
- ▶ Marketing Yourself
- ▶ Get Notice

- ▶ Networking
- ▶ Purpose?
- ▶ Which one?

Better Image ?



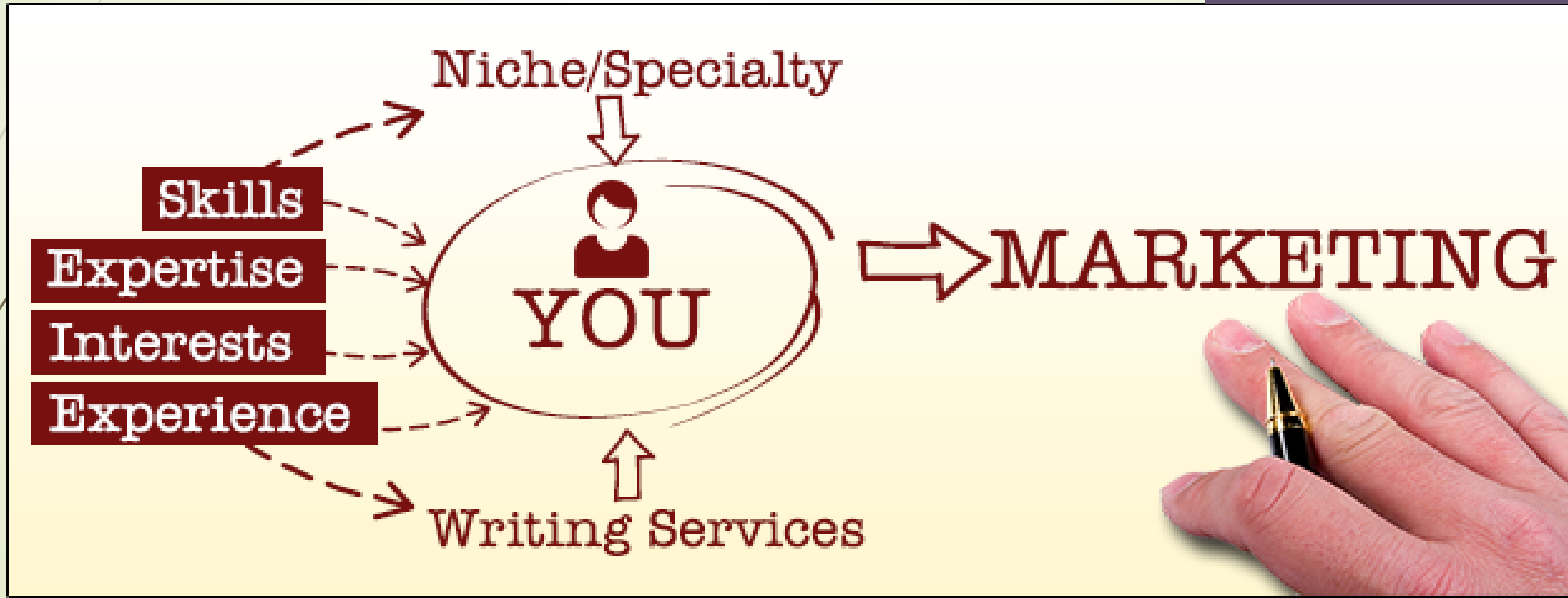

~~DON'T~~
JUDGE
A BOOK BY
ITS
COVER

Better Image = Personal Branding ?



Better Image = Personal Branding ?

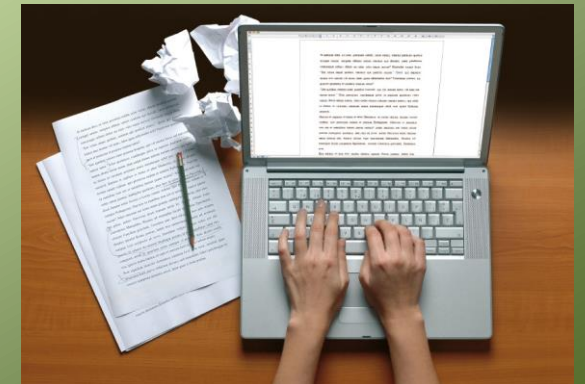
Personal Branding = Marketing Myself ?





Better Image = Personal Branding
Personal Branding = Marketing Myself

HOW Do YOU Market Yourself ?





Marketing is not an event, but a process It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely.

— *Jay Conrad Levinson* —

AZ QUOTES

It's not
who you
know, it's
**WHO
KNOWS
YOU.**

Networking 101

- Join a Club ?
- Charity Organization ?
- Radio / Talk / Show ?
- Write a Book / Article ?
- Contest / Competition ?
- Online & Offline Activities



First, you have to be visible in the community. You have to get out there and connect with people. It's not called net-sitting or net-eating. It's called networking. You have to work at it.

— *Ivan Misner* —

AZ QUOTES



Networking is simply the cultivating of mutually beneficial, give and take, win-win relationships. It works best, however, when emphasizing the "give" part.

— *Bob Burg* —

AZ QUOTES



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Jimmy Susanto



JimmySusanto.Asia / PLPBook.com