



The Best Ways to Deal with Bad Customers

Written & Presented by Darren Chow
[MyArtPassion.Com](http://www.MyArtPassion.Com)

Important Information:

This publication is **pass-it-on ware**. You may freely distribute this report as long as this notice remains intact. If you are distributing this report from an online channel such as a website, a link to <http://www.myartpassion.com> is mandatory.

Legal Stuff:

The information presented herein represents the views of the author as of the date of publication. This report is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information.



How to identify a bad customer from a mile away

Have you ever met someone or come across a customer who wants to hurt your business?

I know I have, many times. In fact, I meet so many of them that I've devised some useful tactics to deal with these people. I show you how in a minute, but first, let me show you an example of a bad customer.

This customer came to my website one day and purchased MyArtPassion Home Study Course Vol.1. Let's call her Mrs. P. I didn't hear from Mrs. P for a few days, so I thought she must have downloaded all the products.

But apparently she didn't. She made the payment, and somehow missed the download page. So she went and left a note at my blog, saying that she was expecting some shipment of some kind for a book.

I immediately responded by saying that it was a digital download, and sent her the download link via email. In fact, it was clearly indicated on my sales page that it was a **downloadable product**.



It's not small print, and I deliberately put the heading as **IMPORTANT NOTES** so that customers are clear about the purchase.

But still, it's very possible that the customer may have missed that somehow throughout the 13-page letter, and thought it was a physical product.



So I immediately sent her the download link with all the bonuses (even though she bought from the page without the bonuses) as soon as I saw her comment.

Mrs. P downloaded all the products, printed them out, and went back to my blog to say this:

Darren,
I received the download and have printed it all out.
However, I am sorry, but I am afraid that it is not what I was expecting.
It has some good general information about various subjects.
However, I was hoping for more specific instruction on how to draw,
such as houses, animals, etc.
Perhaps I misunderstood the sales letter, but it doesn't seem to be
what I am looking for.
Regretfully,

Now I take offense in that comment for several reasons, but first let's do a little detective work and analyze the whole sequence of events.

This lady went to my site, and bought a product, without knowing that it's a downloadable product.

Clue 1: There was no prior email to clarify anything about the purchase. She went ahead and bought.

Clue 2: When she didn't receive the products, she left a comment on my blog to ask for it. She should have sent me an email instead.

Instead of choosing to direct her concerns through the right communication channel, she tried to make me look bad by choosing a public channel:



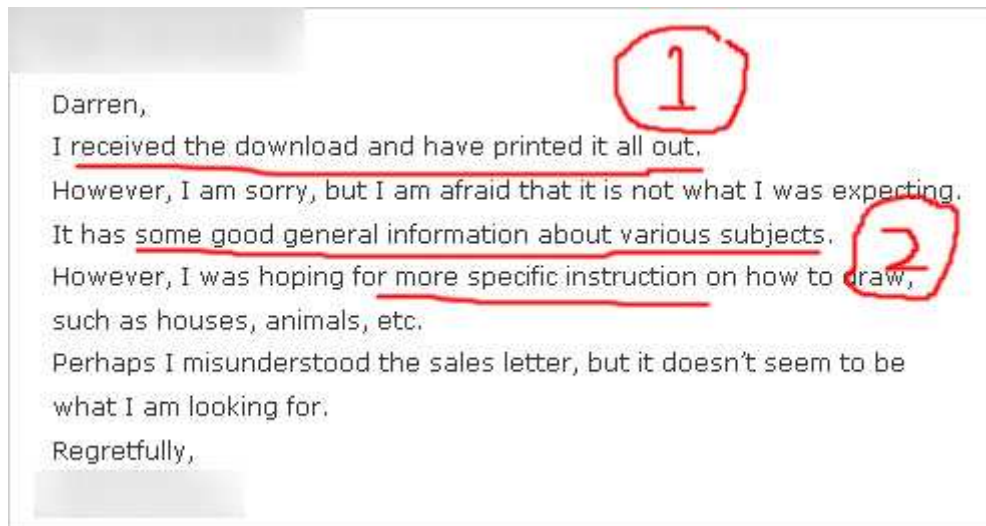
I paid for my Home Study Course early Jan.
I received a confirmation from PayPal (whom ever that is?) but have received nothing either by mail or e-mail.
The blurbs indicate that this is a book.
When can I expect a response?
Thank you

Unedited blog comment

That is forgivable, because I understand that there may be some distress due to the misunderstanding...

But the **UGLY TRUTH** came out when she posted her most recent comment on my blog.

Now let's take a closer look at the most recent comment:



First of all, if she wants to post something like that, she should have taken this to email.

The fact that she posted this publicly on my blog means that she has every intention to try and hurt my business.

For some reason, she had lied about the products, and said untrue things about them such as "...some good general information..." (See 2).

If the information wasn't good enough, why would she print it all out in the first place (see 1)? It's not as if I've printed the Course in Font 0.001 and she can't read it without having to print it out.



And it was totally untrue when she said that I put out "...general information..." Let me set the record straight here. I spent months researching, organizing and developing the Home Study Course, and I've went out of my way to make sure that everything is easy to understand, and very do-able.

I make doubly sure that everyone gets information that they can use.

Maybe Mrs. P was expecting the Home Study Course to be some magic pill that she can swallow and then the drawing paper automatically turns into a beautiful drawing every time she touches it.

Bzzzzzz! Wrong, wrong, wrong!

Sorry to prick your bubble Mrs. P but there is no magic pill. The Home Study Course is not a magic pill. If you're looking for some magic pill, you're not going to find it at MyArtPassion.com. Try your luck elsewhere.

The Home Study Course is about principles and systems that anyone can use to draw anything they want. It's certainly NOT just some "...general information..." like Mrs. P call it.

All good artists learn to draw well because they follow sound principles. How good will the course be if it offers something like this:

"First, draw a circle. Next, draw two eyes in it. Then draw another circle as a mouth...blah, blah, blah" Those are for KIDS.

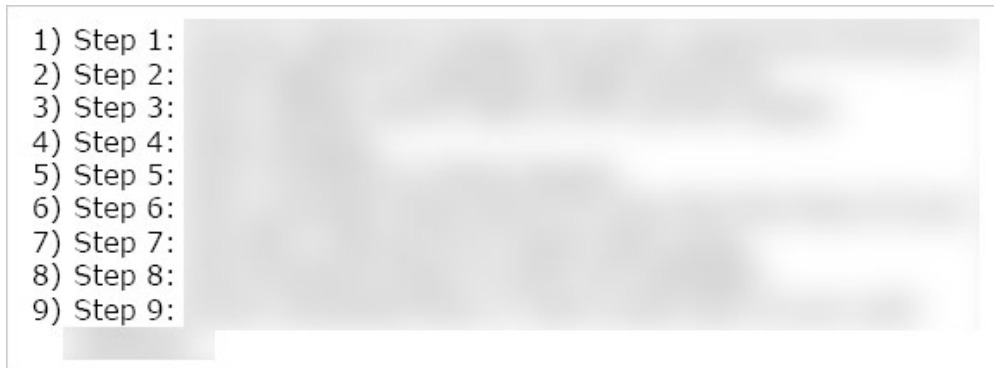
The Course deals with much, much more advanced stuff like **decision making, identifying and overcoming key challenges, design principles**, and much more!

To be honest, if Mrs. P still can't draw after reading all the information in the Course, she should QUIT DRAWING.

I know that sounds a little harsh but the only reason I say that is because **I firmly believe in my own product and stand by my product 110%**.

Want proof that the Home Study Course is not "...some general information...?"

Here's the proof:



Step-by-step, clear instructions to teach you how to draw.

Here's more:



As if that's not enough, here's some more...



- 1) Step 1:
- 2) Step 2:
- 3) Step 3:
- 4) Step 4:

So point proven, "**MyArtPassion Home Study Course is not just some general information!**" It contains valuable, specific instructions.

You see, as you go on with your life and business, I bet you'll come across someone like Mrs. P.

The Mrs. Ps of this world want to hurt you and your business and you can easily smell them from a mile away.

Here's how you can identify them:

1. They don't ask you questions, and they try to avoid communications at all cost.

It's almost as if they have something to hide. They think they can get away with being evil just because they are hiding behind a computer.

If you can see them, sometimes you can tell from their eyes that they're downright evil.

2. They make unreasonable demands.

For example, they send you multiple emails within 5 minutes, expecting you to respond.

3. They lie about you and your products publicly.

This is one of the silliest things that they can do. It's a dead giveaway. The moment they do this, you can straight away put them away in your head in a little shoe box labeled "Mrs. Ps" and



shove the box all the way into a dark corner in your basement or your store room.

I'll show you how to deal with them in a moment. Let me finish here.

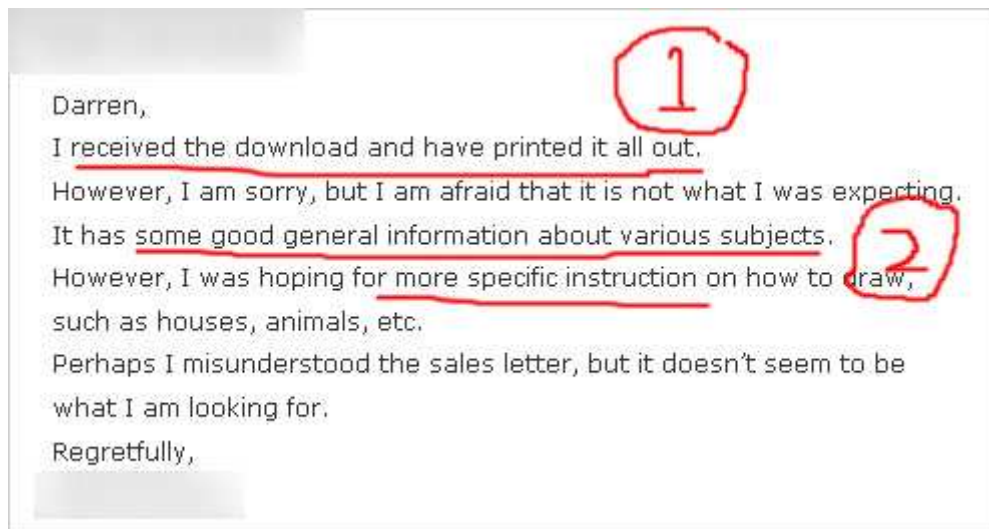
Although I hope that you don't meet people like that in your life, the unfortunate reality is that you will inevitably come across people like that.

What else can Mrs. P do to harm you?

Mrs. P may also likely make a lot of false claims about you or your art so that they can get some discount or whatever. She demands a lot from you, but gives you very little.

She can also be very mean and rude and somehow conveniently loses her ability to read every now and then to gain that tiny bit of sympathy and hoping to get something out of it.

What does Mrs. P say again in her comment?



Line 6, "...I was hoping for more specific instruction on how to draw, such as houses, animals, etc..."



My defense mechanism immediately shot up. Hello! I did put up the entire **TABLE OF CONTENTS** on the sales letter so that everyone knows what they're getting!

I even took the trouble to explain what each chapter is about!

So how is it possible that Mrs. P happen to "misunderstood the sales letter"?

Sometimes, Mrs. Ps may even go as far as making threats. (Ha-ha, that won't work though.)

Absolutely wicked!

**It's obvious that Mrs. P is out
to RIP ME OFF.**

Just take a moment to look at the Table of Contents that I put out...

[see below]



Table of Contents

INTRODUCTION.....	3
Chapter 1: Getting Started.....	7
Chapter 1.1 Decide on your reference subject.	7
Chapter 1.2 Getting the tools ready.....	9
Knowing your tools.....	13
Getting Warmed Up.....	14
Chapter 2: Understanding Light.....	15
Chapter 3: How to nail proportions every time.....	18
Chapter 4: How to draw quickly and efficiently.....	21
Chapter 5: How to create exciting and interesting drawings.....	24
Chapter 6: How to create moods and atmosphere.....	30
Chapter 7: How to draw hair, fur, and feathers.....	42
How to draw hair.....	42
How to draw fur and feathers.....	43
Chapter 8: How to draw portraits.....	47
How to draw a male portrait.....	56
How to draw a female portrait.....	59
How to draw a baby portrait.....	62
How to draw animal portraits.....	64
What makes a good portrait?.....	66
Chapter 9: Landscape drawing.....	72
Composition and organization.....	74
Chapter 10: How to develop your own unique style.....	79
Chapter 11: Finishing off your drawing.....	81
Chinese Zodiac Special Project.....	84
Note from the author:.....	89
Appendix A: More illustrations!.....	93
Appendix B: More drawing tips and tricks.....	95
Appendix C: NG.....	96

See? The entire Table of Contents, in the exact same size that you'd see on the sales letter. How can anyone miss that?

Slaps forehead

But you know what? People like Mrs. P don't matter to me. The only reason I work long hours, and work my butt off, is for people like Marie, Lamoine, Betty, Elizabeth, Marjory, Wendy, Richard, Bruce, Laura, Leeanne, Cherie, Yiming, Tammy, and a whole bunch of others who are truly interested in knowing what I have to share.



These people are the only people who matter to me. These people care about me and my work, and I certainly care very much about them. People like Mrs. P don't deserve to have my attention.

Okay, now that you know how to identify the Mrs. Ps in this world, it's time to learn how to deal with them.

How to deal with a bad customer

There are three ways that you can consider when dealing with a bad customer.

Method #1: Give Mrs. P the cold shoulder.

I know the first response would be to feel vengeful about the whole issue but that's not the most appropriate response.

I'm sure you've heard people saying that revenge is like poison, and it'll slowly eat you up if you're not careful.

So don't feel vengeful about anything. Just do nothing. Take consolation in the fact that sooner or later something bad is bound to happen to Mrs. P.

That's because to deliberately hurt someone else is to put out some bad karma. That means whatever Mrs. P wants for others, she'll get it herself some way or the other.

That's how the universe works. It's a natural law. If Mrs. P doesn't want good things to happen to others, others won't want good things to happen to Mrs. P. And what's the opposite of good things? Exactly... bad things!

So you don't have to waste any energy and just let things be. Don't have to be vengeful, but don't have to be kind either.

Your good customers will come to appreciate you for your ability to stay cool when dealing with a bad customer. Some may even come to your rescue!



So don't lift a finger, keep your cool, and simply give Mrs. P the what? That's right, the COLD SHOULDER.

Method #2: Modify your Company policy

This method is very easy to do, and separates the serious (and good) customers from the Mrs. Ps. The reason you need to do that is because you should be spending time with your good customers and not your bad customers.

Don't let bad customers rob you of your precious time. You can do this by making some changes to your company policy.

Here's an example. My old refund policy goes like this:

P.S. Making a purchase is completely risk-free. If you find that your drawing skills are not improving as much as you'd like to after completing the Home Study Course, simply ask for a full refund within 56 days!

Now, I'm so changing this policy to this (**with immediate effect**):

New Refund Policy

If you purchased the Home Study Course, did you homework, and asked me for help via email, but find that you still didn't improve, simply send me screenshots of what you have done with the information and I'd be more than happy to refund you your money.

I think that sounds more than fair. I'm assuming that anyone serious enough to learn from the Home Study Course should at least be doing something with the information before making any false claims about the products.

I've also given out more than enough free (and useful) reports so that everyone knows what to expect from me.



Method #3: Or you can do what I do...

Document the whole customer service experience and publish it so that we all can learn from it and move on.

I hope you can use the information in this report to help you with your life or your business.

Let's all say goodbye to Mrs. P together. Ready? One, two, three...Goodbye Mrs. P!

To the people who matter to me,

Darren Chow

Myartpassion.com

P.S. One more thing I want to say to all the Mrs. Ps out there. If you need that \$50 or \$100 so badly to pay your bills or put food on the table, then please don't buy anything from me. I don't want your money. Keep your money and do something for yourself, like buying comic books or candy or whatever. I don't want it.