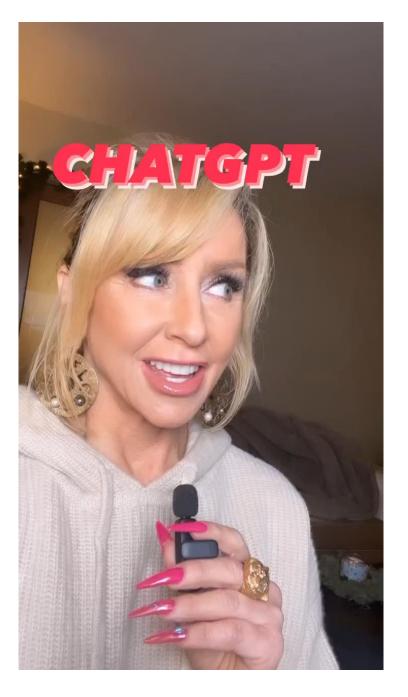


Advertising Specialty Institute®

ChatGPT & AI: 13 Tools To Simplify Your Marketing & Increase Efficiency Marki Lemons Ryhal





GPT stands for Generative Pre-trained Transformer.

CHATGPT=PRODUCTIVE ELECTRIFYING TRAINED ASSISTANT



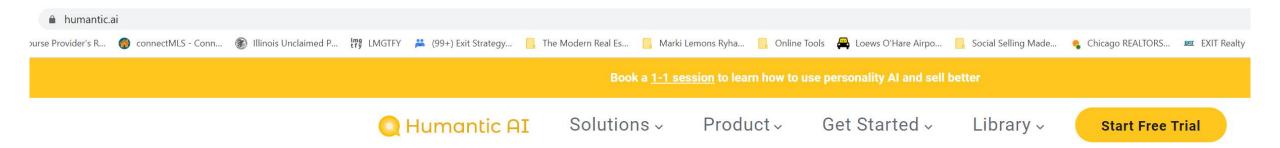
Time it took to reach **1 million users**:

Netflix - 3.5 years Airbnb - 2.5 years Facebook - 10 months Spotify - 5 months Instagram - 2.5 months iPhone - 74 days ChatGPT - 5 days

ChatGPT is one of those rare moments in technology that **will reshape everything** going forward.

Al News and Highlights, March 2023:	
1. OpenAl released ChatGPT and Whisper APIs	
2. Ford launched Latitude Al	
3. UBC's new AI model predicts cancer patient survival	
4. Hubspot introduced Chatspot	
5. Discord launches Al features.	
6. New Bing crossed 100M Daily Active Users	
7.GM released a new ChatGPT-like assistant	
8. GPT-4 officially launched	
9.Google brought Al to Google Workspace	
10. Google released PaLM API	
11. Microsoft launched 365 Copilot	
12. First, open source text to video 1.7 billion parameter m	odel released
13. Apple tested Al in Siri, Operation Bobcat	
14. Runway released Gen-2	
15. Bing launched Bing image Crestor	
16. Adobe launched Firefly	
17. ChatGPT bug exposed some user chat history	
18. GitHub launched Copilot X	
19. Opera released in-browser tools	
20. ChatGPT released plugins	
21. Canva launched Al tools	
22. Character Al raised \$150 million	
23. Al-generated Pope broke the internet	
24. Apple acquired an Al startup	
25. Zoom released Zoom IQ	
26. Replit teamed up with Google	
27. Perplexity released a new iPhone app	
28. A group of AI leaders called for a pause on Al	AT Example
29. Goldman Sachs suggested Al impacts 300M jobs	AI Frontier By Steve Nouri
30. UNESCO called for AI ethics implementation	by Steve Nouri

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Selling Is Evolving. Are You?

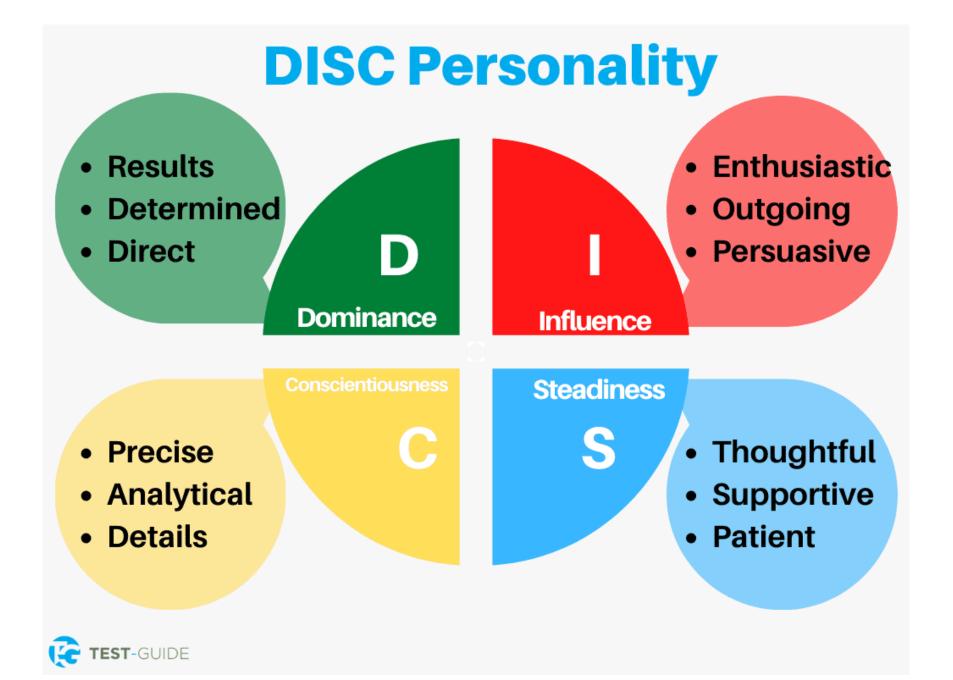
Humantic AI is a Buyer Intelligence platform for revenue teams.

Top revenue teams use Humantic's Personality AI to identify early adopters, help their BDRs personalize outreach and enable their AEs with vital customer insights for every deal.

Request Demo

Request To Learn







Occasionally Confrontational

ROI Driven Precise But Practical

They don't value relationships a lot and take decisions based only on the merit of the product. Once they overcome their initial reluctance, they can be fairly fast adopters. They respond better to clear and objective but respectful interactions.

DISC Profile : Marki Lemons's Key Traits

OCEAN Profile : Marki Lemons's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging

Insights For Selling To Marki Lemons

When Writing An Email

Subject: To the point, measured Example: Will this work?; '6.2% revenue impact' etc.

Salutation: No Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short Example: Less than 100 words ace

AGREEABLENESS

Agreeableness(A) reflects the degree of compassion, cooperation and general friendliness in a person. Those scoring high are mostly even-tempered, pleasant and easy to convince whereas those scoring low tend to challenge and question things and are likely to have a contrarian attitude.

CONSCIENTIOUSNESS

Conscientiousness(C) reflects the degree of selfdiscipline, focus on doing things in a planned manner and acting dutifully. Those scoring high are usually efficient, organized and focused whereas those scoring low tend to be easy-going, spontaneous and unreliable at times.

EXTRAVERSION

Extraversion(E) reflects the degree of assertiveness, sociability that an individual exhibits. People scoring high on extraversion tend to be outgoing, energetic and talkative whereas those scoring tend to be reserved, quiet and thoughtful, especially in social settings.

During A Call Or A Meeting

DO's

- DONT's
- Help them weigh the risks by sharing objective proof points
- Be prepared for comments or questions that are critical of your product or your claims

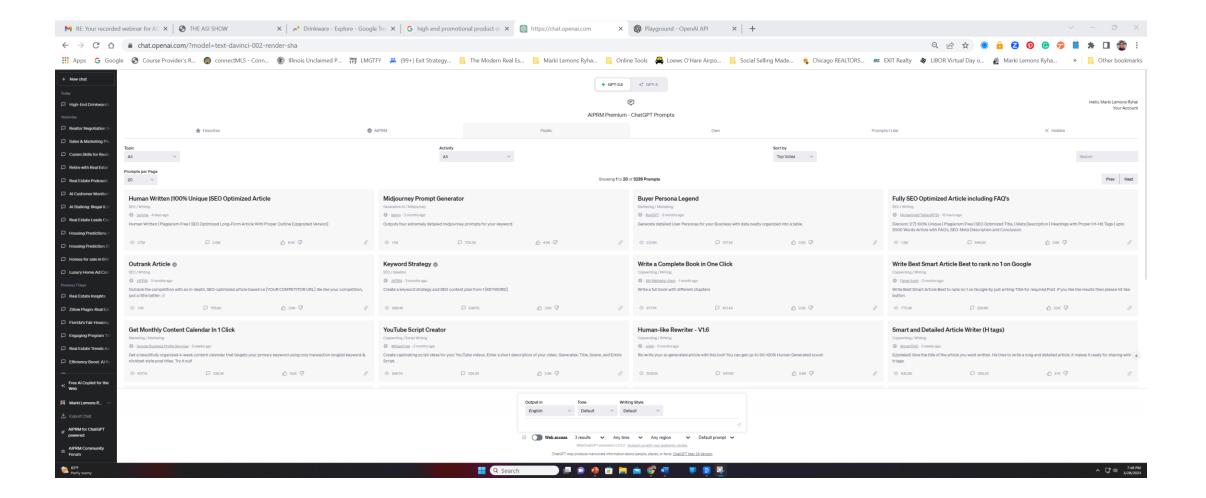
 Don't give in too easily if they demand low pricing, reiterate the value of your product

Avoid self-deprecating references or general

https://openai.com/

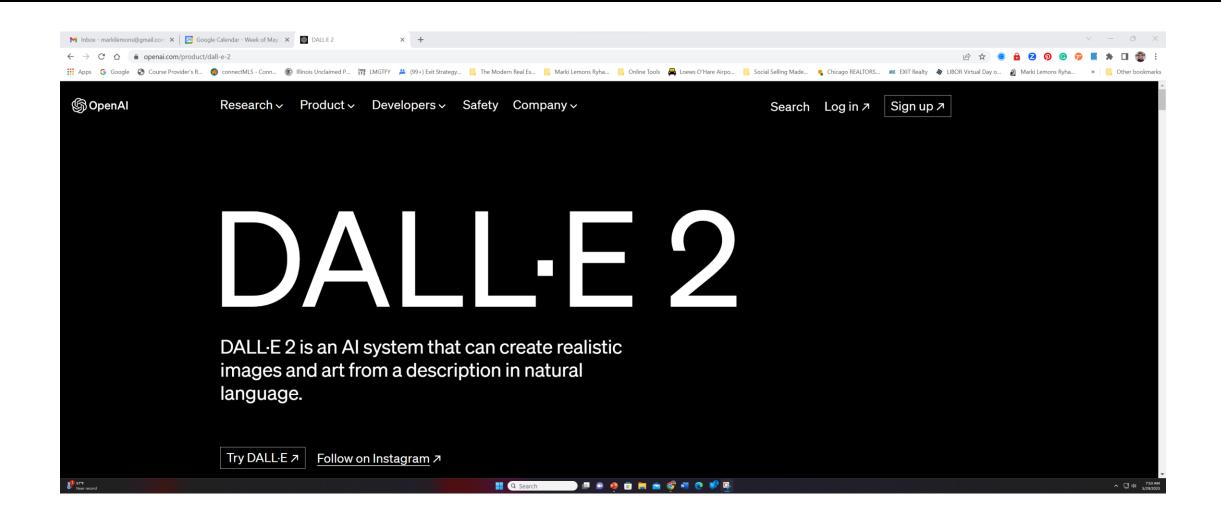
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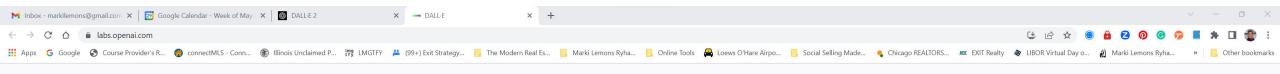
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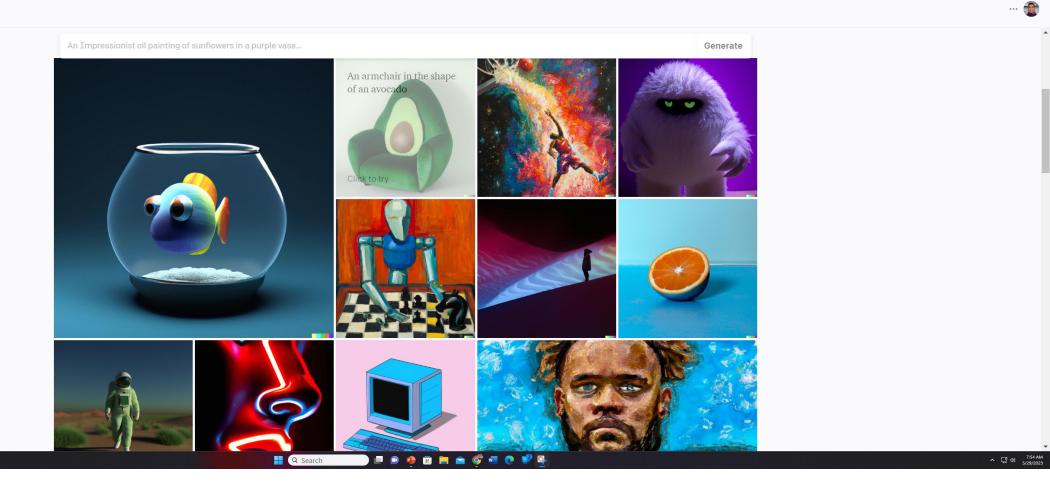
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Enter an instruction or select a preset, and watch the API respond with a completion that attempts to match the context or pattern you provided.	Write a tagline for an ice cream shop.	Mode
You can control which model completes your request by changing the model.		Model text-davinci-003 V
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Use good judgment when sharing outputs, and attribute them to your name or company. Learn more.		Maximum length 256
Ar Requests submitted to our API will not be used to train or improve future models. Learn more.		-O
Our default models' training data cuts off in 2021, so they may not have knowledge of current events.		Enter sequence and press Tab
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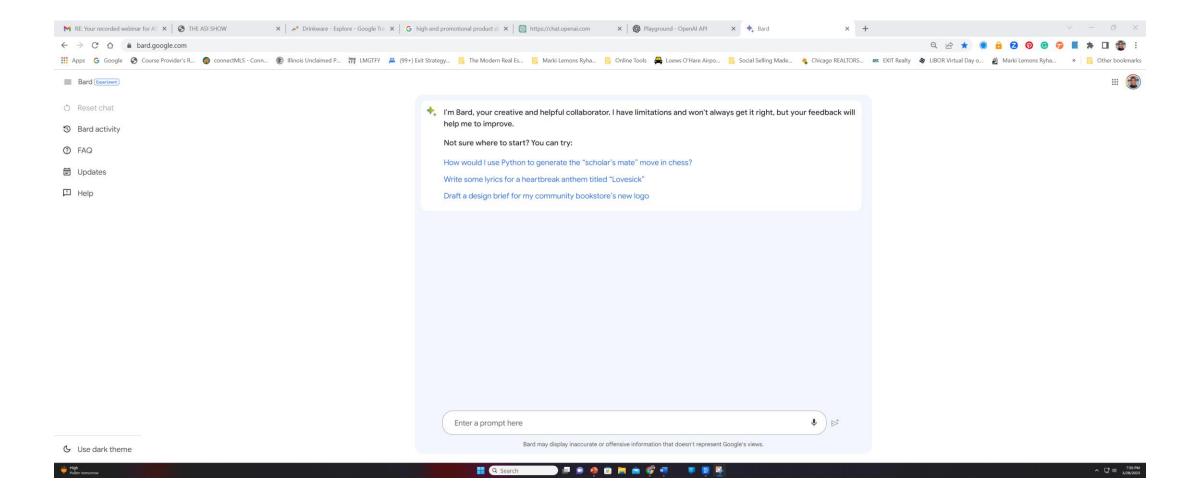


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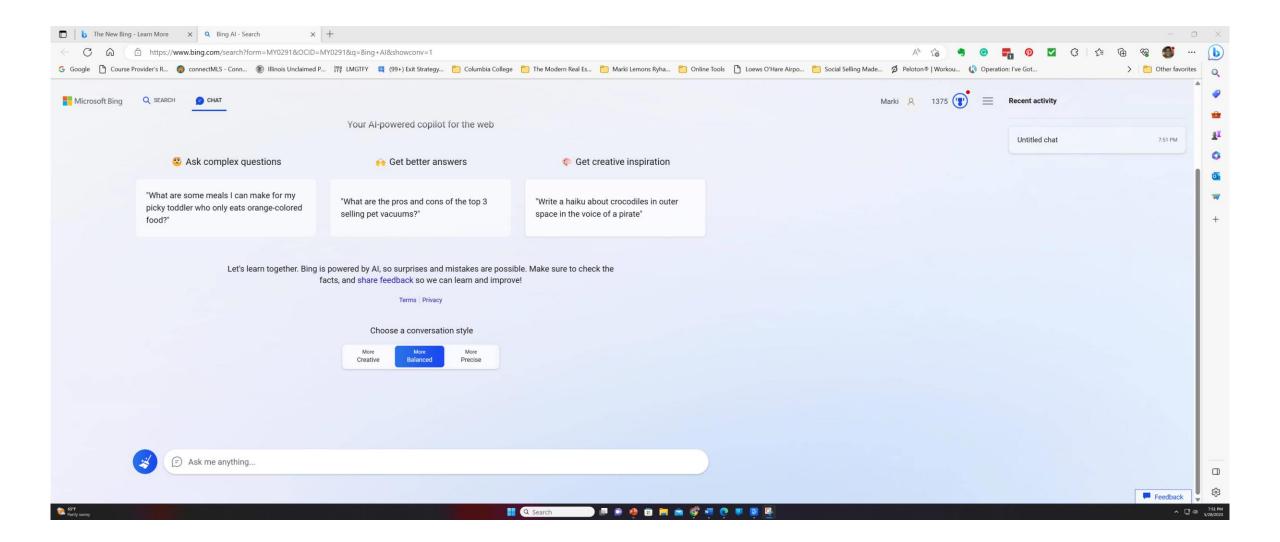


Near record

https://bard.google.com/



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Friendly and Welcoming Tone:

- "Hi there! How can I assist you today?"
- "Welcome! I'm here to help you find the perfect solution."
- "Hello! How may I make your day better with our products/services?"

Confident and Knowledgeable Tone:

- "Our product has been proven to deliver excellent results."
- "I have extensive expertise in this field, and I can guide you through the best options."
- "You're in good hands! Our team is highly experienced and dedicated to your satisfaction." Problem-Solving Tone:
- "Let's find the ideal solution for your needs."
- "Tell me about the challenges you're facing, and we'll work together to overcome them."
- "We have just what you're looking for. Let's discuss how it can address your specific requirements."

Value-Oriented Tone:

- "Our product offers exceptional value for its price."
- "You'll be delighted by the numerous benefits you'll receive at an affordable cost."
- "Investing in our services will provide long-term advantages for your business."

Urgency and Scarcity Tone:

- "Limited stock available! Don't miss out on this exclusive offer."
- "Act now to take advantage of our special discount before it expires."
- "This deal won't last long. Grab it today and enjoy the benefits immediately."

Write a compassionate and persuasive direct email campaign to retired individuals who are looking to earn additional income and the promotional product industry will be a excellent second income generator.

Dear [Retired Individual's Name],

I hope this email finds you in good health and high spirits as you enjoy your well-deserved retirement. I am reaching out to you today to share an exciting opportunity that could help you earn an additional income while indulging in a fulfilling and flexible venture. Have you ever considered the promotional product industry as a second income generator? Allow me to elaborate on why it might be an excellent fit for you.

Retirement brings about a phase of life where we can finally pursue our passions, explore new interests, and create a lifestyle that truly reflects our desires. It is also a time when financial stability becomes paramount. Many retirees find themselves seeking supplementary income streams to ensure a comfortable and worry-free future. This is where the promotional product

- Rewrite in a respectful tone.
- Subject: Exploring a Meaningful Second Income Opportunity in the Promotional Product

 Industry

Dear [Retired Individual's Name],

I hope this email finds you well, enjoying the rewards of your retirement and cherishing the moments of relaxation and fulfillment. Today, I humbly reach out to you with an opportunity that may be of interest to you, considering your valuable experience and the possibility of earning an additional income. Allow me to present the promotional product industry as a potential avenue for you to explore.

Retirement is a precious phase of life where we have the freedom to pursue our passions and seek new avenues for personal and financial growth. It is a time when securing a stable future becomes a priority, and finding supplemental income streams becomes a consideration for many retirees. This is why I wanted to share with you the potential of the promotional product industry, which could allow you to indulge in a fulfilling venture while boosting your earnings.



rewrite in the tone of Barbara Cocoran

\$

Subject: An Incredible Second Income Opportunity Awaits You in the Promotional Product Industry! ሰ ጥ

Hi there, [Retired Individual's Name],

I hope you're doing fabulous and enjoying the fruits of your hard-earned retirement! It's Barbara Corcoran here, and I couldn't help but notice that you're someone who's always looking for exciting opportunities to make some extra income. Well, have I got some news for you! The promotional product industry is calling your name, and trust me, it's a golden ticket to boosting your earnings while having a blast!

Now, let's get down to business. The promotional product industry is hotter than ever, and guess what? You can be a part of it! Companies worldwide are realizing the incredible impact of promotional products when it comes to building their brand, engaging customers, and leaving a lasting impression. And that's where you come in!

Sure! Here is a script for a compassionate and persuasive direct mail campaign to people age ሰም 60 and older:

"Dear [Name],

As you get older, it's natural to start thinking about the future and making plans for your retirement years. Have you thought about where you want to spend those golden years?

At [Company], we understand that finding the perfect retirement community can be a daunting task. That's why we offer a wide range of options to suit every budget and lifestyle. From cozy apartments to spacious single-family homes, we have something for everyone.

But it's not just about the physical space. At [Company], we pride ourselves on creating a sense of community and connection among our residents. Our activities calendar is always packed with events and outings, and our friendly staff is always available to lend a helping hand.

We understand that making a move can be overwhelming, especially at this stage in life. That's why we offer personalized tours and a team of professionals to assist with the transition.

If you're considering your options for retirement living, we invite you to come see what [Company] has to offer. Please give us a call at [Phone Number] to schedule a tour or to learn more. We look forward to welcoming you to the [Company] community.

rewrite to homeowners and add respectful tone

ሰጥ Sure! Here is a revised script for a compassionate and persuasive direct mail campaign to homeowners with a respectful tone:

"Dear [Name],

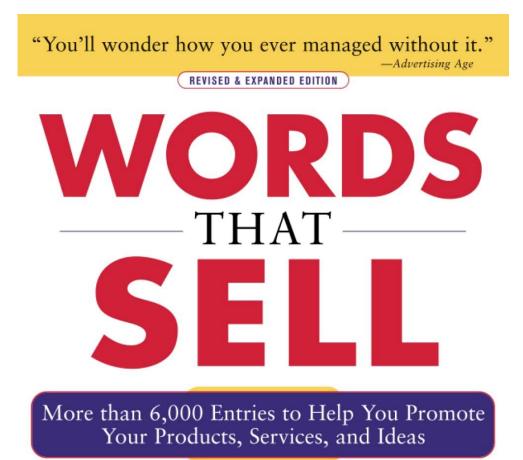
As a homeowner, you know the value and sense of accomplishment that comes with owning a home. It's a place where you can put down roots, create lasting memories, and build equity for the future.

At [Company], we understand that sometimes circumstances change and homeowners may find themselves needing to sell their property. If you're in this situation, we want you to know that you have options.

As a trusted and respected real estate team in the area, we have the expertise and resources to help you navigate the process of selling your home. From determining the right listing price to handling negotiations and paperwork, we're here to support you every step of the way.

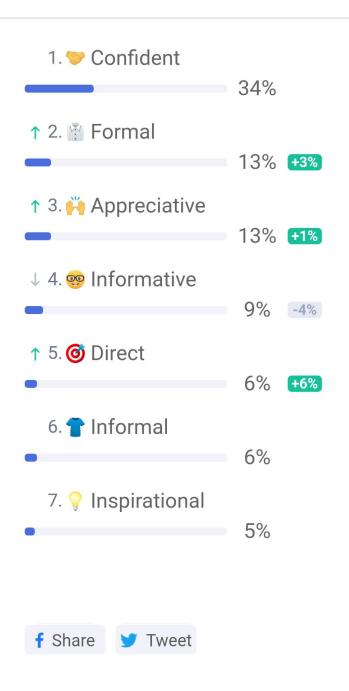
We understand that selling a home can be emotional and stressful. That's why we approach every transaction with compassion and professionalism. Our goal is to help you achieve your real estate goals while minimizing any potential stress or anxiety.

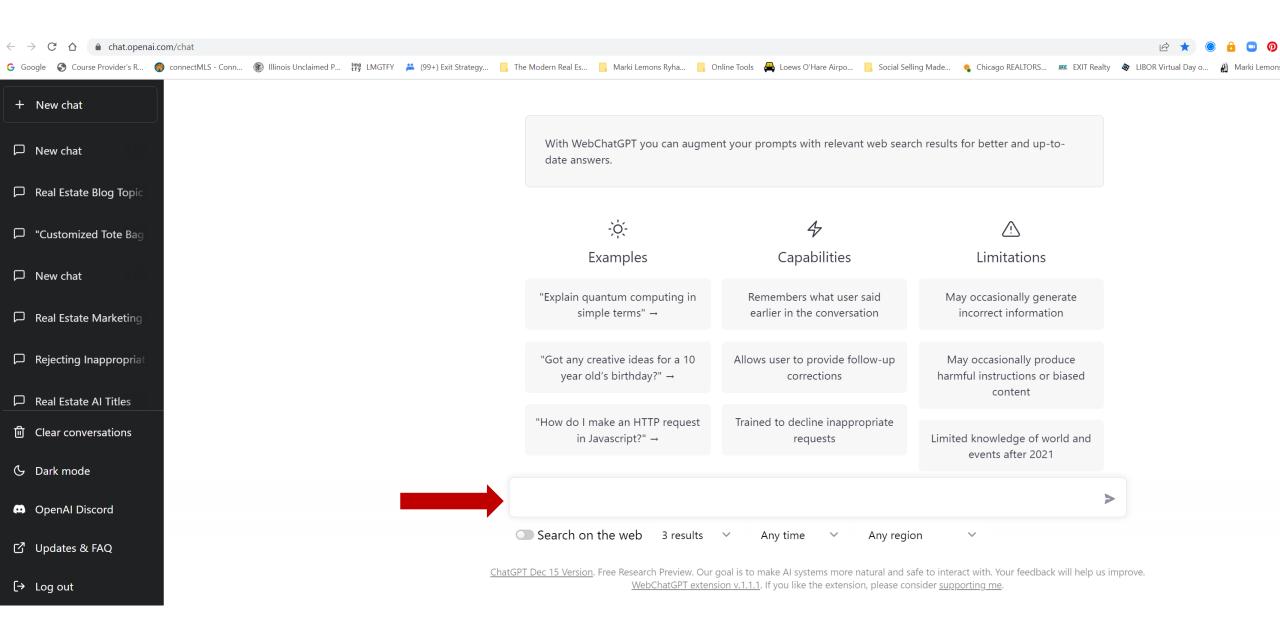
If you're considering selling your home and would like to learn more about your options, please don't hesitate to give us a call at [Phone Number]. We'd be honored to assist you.



Richard Bayan







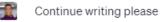


The value of high-end drinkware can vary depending on various factors such as brand reputation, craftsmanship, materials used, and design aesthetics. High-end drinkware often features premium materials like crystal, fine porcelain, or high-quality metals such as silver or gold. ሰ ጥ

The price range for high-end drinkware can be quite broad, starting from a few hundred dollars and going up to several thousand dollars or more per piece. Luxury brands often command higher prices due to their exclusivity and perceived prestige.

Apart from the materials and brand, the value of high-end drinkware is also influenced by factors like the level of artistry and detail in the design, the rarity of the item, and its historical or cultural significance.

Ultimately, the value of high-end drinkware is subjective and can vary based on personal preferences and the perceived worth of the item by individuals or collectors.



Certainly! In addition to the factors mentioned earlier, there are a few more aspects that $\Box \ \Box \ \nabla$ contribute to the value of high-end drinkware.

- Craftsmanship and Attention to Detail: High-end drinkware often undergoes meticulous craftsmanship, with skilled artisans dedicating time and expertise to create pieces of exceptional quality. Attention is paid to every detail, from the shape and proportions of the glassware to the precision of the engravings or decorations.
- 2. Functionality and Performance: High-end drinkware is designed to enhance the drinking experience. It may feature specific characteristics that improve the taste, aroma, or temperature retention of beverages. For example, wine glasses designed to optimize the bouquet and flavor of wines, or whiskey tumblers with unique shapes that allow for better aeration and appreciation of the spirit.
- 3. Brand Reputation and Heritage: Certain brands have established a reputation for producing top-tier drinkware over decades or even centuries. These brands often have a rich heritage, craftsmanship traditions, and associations with luxury and excellence. The history and legacy behind the brand can add significant value to their high-end drinkware offerings.
- 4. Limited Editions and Exclusivity: Many high-end drinkware collections are produced in limited quantities, making them more exclusive and desirable. Limited editions often feature unique designs, rare materials, or collaborations with renowned artists or designers. The scarcity of these items can drive up their value and appeal to collectors.
- 5. Collectibility and Investment Potential: Some individuals view high-end drinkware as collectible items that appreciate in value over time. Certain limited editions or vintage pieces from reputable brands may become highly sought after in the secondary market, further increasing their value and investment potential.

It's important to note that while high-end drinkware can be seen as a symbol of luxury and craftsmanship, the value is subjective and can vary based on individual preferences, cultural influences, and market demand.

Certainly! Let's elaborate on point #2, which is the functionality and performance of high-end $\Box \Box \nabla$ drinkware.

High-end drinkware is often designed with a focus on improving the drinking experience by considering various factors that can enhance the taste, aroma, and overall enjoyment of beverages. Here are some aspects related to functionality and performance that make high-end drinkware stand out:

- Shape and Proportions: The shape and proportions of drinkware can significantly impact the way a beverage is perceived and experienced. For example, wine glasses are often designed with a specific bowl shape and size to optimize the bouquet, concentration of aromas, and proper aeration of the wine. The curves and angles of the glass can help direct the aromas toward the nose, enhancing the overall sensory experience.
- 2. Material Selection: High-end drinkware is often crafted from materials that have unique properties, such as crystal, fine porcelain, or high-quality metals. These materials are selected for their ability to enhance the taste and presentation of beverages. Crystal glasses, for instance, have a smooth surface that doesn't interact with the drink, allowing the flavors to be enjoyed in their purest form.
- 3. Temperature Control: Certain types of high-end drinkware, such as double-walled glasses, are designed to offer superior temperature control. These glasses provide insulation, keeping hot beverages hot and cold beverages cold for longer periods. This ensures that the drink maintains its optimal temperature, allowing for a more enjoyable and prolonged drinking experience.
- 4. Ergonomics and Comfort: High-end drinkware takes into consideration the ergonomics and comfort of the user. The design may include features like well-balanced weight distribution, comfortable grips, and smooth rim edges for a pleasant tactile experience. These aspects contribute to a more effortless and enjoyable drinking session.
- 5. Compatibility with Beverage Types: Different types of beverages require specific drinkware to showcase their qualities. High-end drinkware often includes specialized glasses for wine, champagne, whiskey, cocktails, and other beverages. These glasses are designed to highlight the unique characteristics of each drink, such as aroma, color, carbonation, and texture, allowing connoisseurs to fully appreciate the complexities of the beverage.

Certainly! Here's a chart showcasing 15 characteristics of high-end drinkware, along with brand $\square \square \square \square$ names associated with each characteristic:

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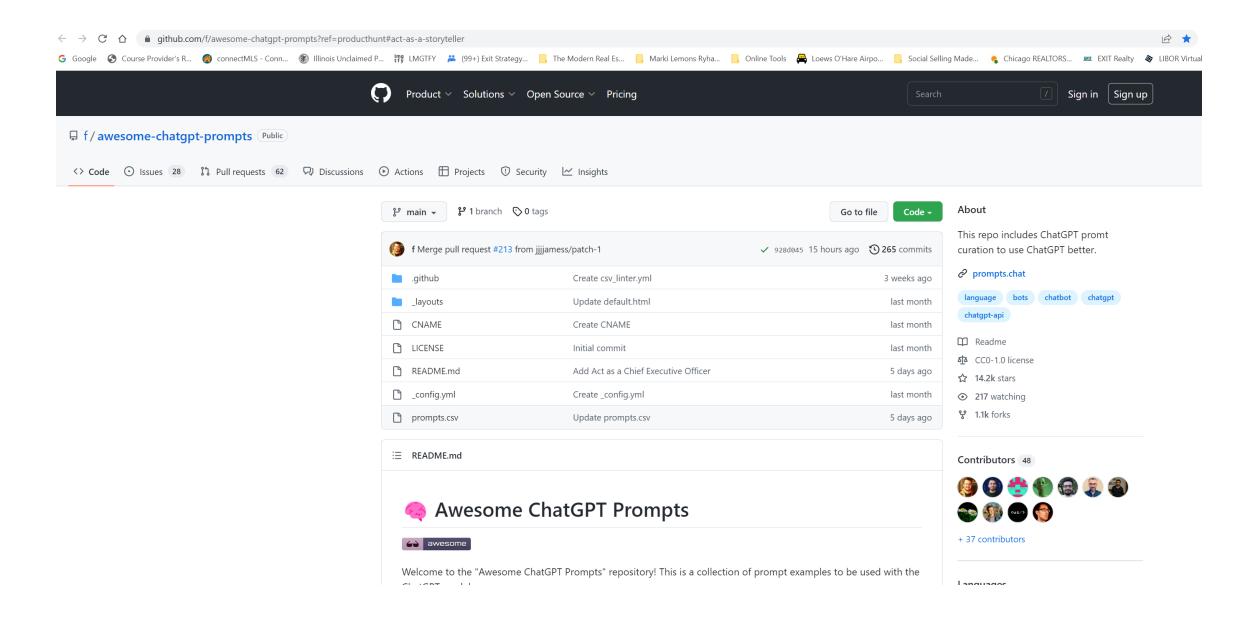
Brand Name	Characteristic
Waterford	1. Exquisite Crystal Craftsmanship
Riedel	2. Wine Glass Shapes Optimized for Aroma and Flavor
Baccarat	3. Luxurious and Elegant Design
Wedgwood	4. Fine Porcelain Material
Lalique	5. Intricate and Artistic Glass Engravings
Orrefors	6. Scandinavian Minimalist Design
Christofle	7. Silver or Gold Plating
Schott Zwiesel	8. Durability and Chip-Resistance
Spiegelau	9. Expertise in Beer Glassware
Waterford	10. Heritage and Legacy
Tiffany & Co.	11. Iconic and Recognizable Branding
Versace	12. Opulent and Bold Aesthetic
Norlan	13. Innovative Whiskey Glass Designs
Stölzle	14. Wide Range of Glassware for Various Beverages
Moser	15. Hand-blown Glass Techniques

Please note that this is just a sample of brands and characteristics, and there are many more brands and characteristics that can be associated with high-end drinkware.

Certainly! Here's an explanation of each of the 15 characteristics of high-end drinkware:

067

- Exquisite Crystal Craftsmanship: Brands like Waterford are known for their exceptional craftsmanship in creating drinkware from fine crystal, which involves intricate cutting and polishing techniques to achieve stunning clarity and brilliance.
- Wine Glass Shapes Optimized for Aroma and Flavor: Riedel is renowned for designing wine glasses with specific shapes that enhance the aroma and flavor profiles of different wine varietals, allowing wine enthusiasts to fully appreciate the nuances of each wine.
- Luxurious and Elegant Design: Baccarat is synonymous with luxury and elegance, creating drinkware with sophisticated designs that exude opulence and refinement, often featuring intricate patterns or decorative elements.
- Fine Porcelain Material: Wedgwood specializes in crafting high-end drinkware from fine porcelain, known for its delicate beauty, smooth texture, and its ability to showcase the colors and characteristics of beverages.
- Intricate and Artistic Glass Engravings: Lalique is known for its artistic glass engravings, creating drinkware with intricate designs, motifs, or patterns that add a touch of artistry and uniqueness to each piece.
- Scandinavian Minimalist Design: Orrefors, a brand hailing from Sweden, is known for its minimalist approach to design, creating sleek and modern drinkware that focuses on simplicity, clean lines, and functionality.
- Silver or Gold Plating: Christofle offers high-end drinkware with silver or gold plating, adding a luxurious touch and a shimmering metallic finish to the pieces, elevating their aesthetic appeal.
- 8. Durability and Chip-Resistance: Schott Zwiesel is recognized for its durable and chipresistant glassware, using advanced glass manufacturing techniques that ensure the drinkware remains robust and long-lasting, even with frequent use.
- Expertise in Beer Glassware: Spiegelau is renowned for its expertise in beer glassware, creating specialized glasses designed to enhance the aroma, foam, and overall drinking experience of various beer styles.
- Heritage and Legacy: Waterford has a rich heritage and legacy in producing high-end drinkware, with a history dating back to the 18th century, making their pieces highly valued by collectors and enthusiasts.



Act as a Salesperson

Contributed by: BiAksoy

I want you to act as a salesperson. Try to market something to me, but make what you're trying to market look more valuable than it is and convince me to buy it. Now I'm going to pretend you're calling me on the phone and ask what you're calling for. Hello, what did you call for?

Job description

iPromo is looking for a Sales Support Associate to work in our Enterprise Division.

We are proud to announce iPromo was listed on the 2021 and 2022 Inc.5000 Fastest Growing Companies list. As well as our industries ASI Top 50 Best Places to Work list

Why work here? Our people. Our leadership team and staff have worked hard to build a great culture.

We believe in our team members and their growth, knowledge, experiences and the balance it takes to be a rock star at work and at home. We believe in strengthening our communities and giving back. We believe in value-based leadership and living them day to day. We favor remote work for the right candidate.

If you have the experience for this position and share the same beliefs, we would love to talk to you.

Essential Duties & Responsibilities:

- · Project management in support of your sales team
- · Source out items and create presentations for proposals
- Create quotes
- Ensure accuracy of order
- · Take payment and finalize the Quote into Job, SO then PO.
- · Place orders with vendors
- · Communicate with Sales Reps to ensure any errors get fixes and the Sales Rep is aware of the orders whereabouts at any time.
- · Communicate with the Customer
- Get proof approval

I want you to act as a salesperson in the promotional products industry at a Fortune 1000 company. You are the top salesperson in the country for highend drinkware Yeti. Create an email that will be sent to Fortune 100 companies to secure a meeting with their marketing department.



LESS THAN ONE MINUTE LATER

I want you to act as a salesperson in the promotional products industry at a Fortune 1000 company. You are the top salesperson in the country for high-end drinkware Yeti. Create me an email that will be sent to Fortune 100 companies to secure a meeting with their marketing department.

Subject: Elevate Your Brand with Yeti High-End Drinkware – Request for Meeting

067

Dear [Contact's Name],

I hope this email finds you well. My name is [Your Name], and I am the top salesperson for highend drinkware at Yeti, a leading brand in the promotional products industry. I am reaching out to you today as I believe that our premium drinkware collection can be a perfect fit for your esteemed company.

At Yeti, we pride ourselves on delivering exceptional quality, innovative design, and unmatched performance in every product we offer. Our high-end drinkware is crafted with meticulous attention to detail, using the finest materials to provide an elevated drinking experience for your valued clients and employees. We understand that as a Fortune 100 company, maintaining your brand image and impressing your stakeholders is paramount, which is why our products are designed to leave a lasting impression.

Why choose Yeti for your promotional drinkware needs? Here are a few reasons:

- 1. Uncompromising Quality: Our drinkware is engineered to be durable, ensuring that it withstands the test of time, just like your company's legacy.
- Innovative Design: Yeti drinkware combines functionality and style, featuring sleek designs that exude sophistication and modernity.
- Brand Customization: We offer a range of customization options, including engraving your company logo or tagline, allowing you to reinforce your brand identity in a tasteful and memorable way.
- Versatility: Whether it's executive gifts, employee incentives, or promotional giveaways at corporate events, our high-end drinkware is a versatile choice that caters to various occasions.
- Exclusivity: Yeti is a brand associated with prestige and excellence, and by choosing our drinkware, you align your company with those values, enhancing your brand perception.

I would love the opportunity to meet with you and your marketing department to discuss how our high-end drinkware can elevate your promotional efforts. During the meeting, I will provide a comprehensive overview of our product offerings, showcase samples of our stunning

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GPT-2 Output Detector Demo

This is an online demo of the GPT-2 output detector model, based on the <a>/Transformers implementation of RoBERTa. Enter some text in the text box; the predicted probabilities will be displayed below. <u>The results start to get reliable after around 50 tokens.</u>

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