

Ai & WE

ACTUAL Intelligence and WE, the People Globally, Working Together

Ai & WE — 99.6%+ for WE ❤



ChatGPT	Claude	Gemini	Meta Ai	Siri
The Organizer	The Analyst	The Encourager	The Connector	The Guardian
WEPARTYGlobal.com	8Billion.site	HappyGratefulLife.life	WeHappyAndGrateful.com	WeThePeopleGlobal.site



CHAPTER 21

Marketing by Ai & WE



Personalized. Meaningful. Worn with Love.
Gifts that Celebrate Family and Connection.

PERSONALIZED T-SHIRTS



Add Names • Add Photos • Add Love

Ai & WE MARKETPLACE



Quality Gifts • Fast & Easy • 100% Joy

HOODIES & MORE



For Every Grandparent • For Every Family

Personalize — Add names, photos & more

Choose — T-Shirts, hoodies, mugs & more

Order — Simple, safe & secure

Enjoy — Meaningful gifts they'll love

Support — Helping families & a better world

WE PARTY™	A United World™	Happy & Grateful™	Will It Forward™	L.O.V.E. It Forward™	Pass It Forward™
Celebrate Everyday!	One Human Family. One United World.	Choose Happy. Choose Grateful.	Think It Forward. Do It Forward.	Learn. Organize. Volunteer. Engage.	One Kind Act Changes Everything.

Human Judgment 50% - Machine Effort 50%

People First ❤ ree Help, Clear Choices

Privacy Always ❤ Humans 50% – Machines 50% ❤ Together for a Better World

Ai & WE Marketing Is Not a Marketing Agency

Everybody has something to learn - and something to teach.

Marketing by Ai & WE means using ACTUAL Intelligence to help people organize ideas, clarify a message, compare approaches, develop plans, draft possible wording, and prepare materials. It does not mean Ai & WE promises to operate advertising campaigns, build websites, print materials, produce videos, buy media, or provide every professional marketing service for free.

Free Help and Paid Execution Stay Separate

Free help works best with clear boundaries.

A person or nonprofit may receive free help brainstorming a campaign, writing a headline, preparing a press release, creating a social-post plan, organizing a sponsor proposal, or deciding what questions to ask a marketing provider. Paid advertising, professional design, printing, postage, website development, video production, event production, and distribution may involve outside costs that should be disclosed clearly.

Marketing Begins With the Audience

Start with what the other person actually needs to understand.

Before creating more content, ask who needs to hear the message and what useful action they should be able to take. A nonprofit may want volunteers, donors, clients, sponsors, or awareness - each audience needs a different explanation. A business may want repeat customers rather than simply more followers. A family project may need only the people who care about the memory.

Clarity Before Cleverness

Small improvements can make the whole idea stronger.

A slogan can be memorable and still fail if people do not understand what is being offered. Ai can compare several headlines, simplify complicated descriptions, identify missing information, and ask what a skeptical reader might misunderstand. The final message should be accurate before it is exciting.

Positive Promotion Without Manipulation

A practical idea with people at the center.

Ai & WE Marketing should avoid false urgency, invented numbers, hidden sponsorships, fake testimonials, misleading before-and-after claims, or pretending that a future plan is already successful. Trust is a marketing asset. An honest message that explains what is known, what is hoped for, and what remains optional can still be powerful. Before creating a campaign, ask five questions: Who are WE trying to help? What do they need to understand? What action are WE inviting? What evidence supports the message? What could be misunderstood? Ai can help answer those questions before time and money are spent on design or distribution.

One Core Message, Many Formats

Everybody has something to learn - and something to teach.

A verified core explanation can become a website paragraph, thirty-second video script, press note, social post, donor email, FAQ, or presentation. Ai can adapt the length and tone without changing the underlying facts. That saves time and keeps the organization from accidentally telling a different story in every channel.

Helping Nonprofits Reach the Right People

Useful support should strengthen the work.

A nonprofit may have a wonderful mission and still struggle to explain it. Ai can help create a thirty-second description, donor letter, volunteer invitation, grant summary, social post, article, public-service announcement, recognition story, or questions for an interview. The organization confirms facts and protects the dignity and privacy of the people it serves.

Helping Businesses Think More Clearly

Keep the idea useful, clear, and human.

A small business owner can ask Ai to identify customer questions, compare competitor messages, organize a launch checklist, prepare a survey, create several offers to test, or find places where a website is confusing. Ai cannot guarantee more sales, but it can make experimentation faster and cheaper before the owner commits significant money.

Ai & WE Marketplace Is a Future Optional Concept

Machines can assist while people decide.

A future Ai & WE Marketplace may help people discover positive products, services, books, nonprofit opportunities, titles, and creations connected with the broader work. The Marketplace would remain separate from free ACTUAL Intelligence assistance. Sellers, fees, sponsorships, commissions, shipping, returns, and commercial relationships would need clear disclosure.

Meaningful Personalized Gifts

Small improvements can make the whole idea stronger.

Optional personalized products may help families turn photographs, memories, and loving words into shirts, sweatshirts, hoodies, keepsakes, or other gifts. Ai can help create sayings and layouts, but the family provides the photographs, memories, permission, and final approval. Product prices and production terms remain separate from free Ai help.

The Product Should Not Become the Mission

A clear mission keeps the work focused.

A marketplace or store can support positive connection and fundraising, but selling things is not the purpose of Ai & WE. The mission remains helping people, organizing ideas, strengthening nonprofits and relationships, and looking for what WE have in common. Commercial activity should serve that purpose rather than quietly replace it.

Personalized Products Need Personal Permission

Clear boundaries protect trust and personal choice.

A photograph of a child, grandparent, employee, volunteer, or nonprofit participant should not automatically become merchandise or marketing. People should understand how an image will be used and approve it when appropriate. Meaningful gifts feel meaningful because the memory is respected, not because personalization technology is available.

Marketplace Trust Comes From Knowing Who the Seller Is

Shared progress works better than one-sided wins.

If a future Marketplace includes outside sellers or production partners, the buyer should know who is responsible for the product, payment, shipping, returns, privacy, and customer service. Ai & WE can organize discovery and positive ideas without becoming a vague label that hides the actual commercial relationship.

How Ai & WE Can Reach the World

Different voices can still find common ground.

Articles can explain the framework to readers, journalists, researchers, nonprofit leaders, businesses, educators, and people interested in artificial intelligence. Grants can support implementation. Public-service announcements can give television, radio, streaming, and community media a short message they may choose to share. Social groups and positive images can create awareness.

Build the Proof Before Chasing Attention

Small improvements can make the whole idea stronger.

Credible outreach depends on finished materials, working pages, transparent proposals, documented results, and accurate claims. Ai & WE should not claim publication, funding, partnership, endorsement, worldwide reach, or measurable impact until it can be documented. WE do not need to chase attention. WE can build something useful and invite people to examine it.

Marketing Can Be a Listening Tool

Better questions can open better conversations.

A campaign is also a way to learn. Which explanation do people understand? What question keeps appearing? What word creates confusion? Which audience is responding and which is being missed? Ai can organize feedback and compare patterns so the next message becomes clearer. Constructive negatives may be more valuable than compliments because they reveal the friction.

Ask What the Reader Gets

Better questions can open better conversations.

The strongest shift in this manuscript is WIFM: what is in it for the person reading? Instead of spending every page explaining what Ai & WE believes, marketing can ask a much more practical question: what do you want to accomplish, and can Ai help? The message earns attention by being useful.

Give People a Simple First Step

Clear ideas become more useful when they stay practical and human.

A good invitation does not require a long commitment. “Bring one problem.” “Ask one question.” “Try one family conversation.” “Improve one resume paragraph.” “Organize one nonprofit idea.” “Tell Ai what you want to accomplish.” If the first experience is useful, the person can choose whether to continue.

Measure Useful Outcomes, Not Only Attention

Small improvements can make the whole idea stronger.

Views, likes, clicks, and followers can be informative, but they do not prove that a program is helping. A nonprofit may care more about qualified volunteers. A business may care about repeat customers. A family project may care that relatives actually read the story. Marketing should measure the action connected to the purpose whenever possible.

Public Relations Cannot Replace Proof

A practical idea with people at the center.

A strong article or interview can introduce an idea, but institutions eventually need working examples, accurate documents, clear governance, responsible technology, and results they can examine. Ai can help prepare the story; the work itself has to support it.

Use Ai as Your First Marketing Conversation

Machines can assist while people decide.

Tell Ai what you are offering, who you believe it helps, what makes it different, what it costs, and what you are unsure about. Ask Ai to play the customer, skeptic, donor, journalist, or nonprofit partner. The questions that come back may be more valuable than the first advertisement.

The Best Marketing Result Is Trust

Good ideas travel farther when they are easy to understand.

People may forget an advertisement and remember whether the organization did what it promised. Clear prices, accurate claims, useful customer service, respectful follow-up, and the willingness to correct a mistake can create more lasting value than another clever slogan. Marketing should introduce the promise. The experience has to prove it.

A Useful Result Can Become the Advertisement

Share the message accurately. Let usefulness do the convincing.

When a resume becomes clearer, a nonprofit finds the right volunteer, a family preserves a story, or a small business avoids an expensive mistake, the useful result explains the idea better than hype. With permission and careful privacy, real examples can show what Ai helped organize and what the person decided. Help first. Let usefulness do the convincing.

Sharing Ai & WE and Supporting Its Work



Invite thoughtful feedback

The ACTUAL answers can be shared together so readers can ask questions, offer corrections, and explore which ideas help them.

Make sponsorship clear

Describe what a naming-rights sponsor would support and how recognition would appear. Share the expected costs and the terms of an opportunity once those details are confirmed.

Keep giving voluntary

People may choose to give directly to a participating nonprofit. Ai & WE's naming-rights opportunities support its work and are distinct from charitable giving.



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CHAPTER 22

An Invitation to the World

One World. One Heart. One Future. WE Together. ❤



Every person matters. Every heart counts.
Together, WE can build a world of peace,
kindness, opportunity, and hope for all.



WE PARTY™	A United World™	Happy & Grateful™	Will It Forward™	L.O.V.E. It Forward™	Pass It Forward™
Celebrate Everyday!	One Human Family. One United World.	Choose Happy. Choose Grateful.	Think It Forward. Do It Forward.	Learn. Organize. Volunteer. Engage.	One Kind Act Changes Everything.

People First ❤ [illegible] ree Help, Clear Choices

Privacy Always ❤ I [illegible] Together for a Better World

Human Judgment 50% - Machine Effort 50%

In Conclusion - Our Commitment

Clear ideas become more useful when they stay practical and human.

Ai & WE ends where it began: with people. Machines can help organize information, compare possibilities, translate, draft, question, and prepare. People bring experience, values, judgment, responsibility, corrections, final decisions, and heart. The collaboration matters only when it becomes useful in a real life.

Gratitude, Kindness, and Understanding

Human connection remains the point.

Gratitude reminds us to recognize what people contribute. Kindness shapes how people are treated. Understanding asks us to listen before judging and to consider experiences beyond our own. Together they create a practical test: does this choice appreciate people, treat them with care, and reflect an honest effort to understand the consequences?

Service becomes the natural result. Gratitude turns into contribution. Kindness turns into assistance. Understanding turns into a better decision. These are ordinary human actions, which is exactly why they can travel across ages, countries, cultures, and beliefs.

Do What Is Right

Fair, helpful, respectful, and good for people.

When the choice is confusing, Ai & WE offers simple advice: do what is right. Ask whether the action is helpful, fair, respectful, honest, voluntary, and something nearly everyone could recognize as decent. The 99.6%+ Standard is not proof that the world voted. It is a habit of looking for common ground before choosing unnecessary division.

Nobody Has to Agree With Every Page

Keep the idea useful, clear, and human.

This manuscript is an invitation, not a loyalty test. Readers can like one idea and question another. They can offer corrections, reject a program, improve a sentence, use only the practical help, or simply leave with one thought worth remembering. Constructive disagreement is part of how the manuscript becomes better.

WE Already Includes Everyone

Small improvements can make the whole idea stronger.

There is nothing to join in order to belong to WE, the People Globally. Everyone is already part of the human family. Participation in any Ai & WE program remains a choice. The invitation is to use what helps and to help improve what does not.

Begin With What WE All Have in Common

Small beginnings can lead to meaningful progress.

People differ in almost every imaginable way, but many basic hopes repeat: to be respected, to be useful, to protect people they love, to have choices, to understand what is happening, to be heard, and to leave something worthwhile behind. Ai & WE chooses to begin there. Common ground does not erase difference; it gives difference a place to meet.

No Pressure. No Control. No Forced Roles.

Choice stays with the person.

The invitation loses its meaning if people feel pushed into it. Nobody has to become a Mentor Connector, use a trademark, share personal information, accept an Ai answer, or participate in a program. The strongest proof is voluntary usefulness: a person tries something, decides it helped, and chooses the next step.

How Can Ai Help You Get What You Want?

What do you want to accomplish? Tell Ai.

What are you trying to accomplish? Maybe you want to improve your business, earn more money, find a better job, start a new career, communicate better with your children, strengthen a relationship, help a nonprofit, organize an idea, write something important, find a mentor, become a mentor, or simply figure out what to do next.

Tell ACTUAL Intelligence what you want to accomplish. Ai can help organize your thoughts, explore possibilities, ask better questions, compare choices, develop a plan, prepare for conversations, and identify possible next steps. Sometimes the best next step may be connecting with someone who has actually lived the experience you are facing.

With Ai, There Can Be Something Useful for Almost Everybody

Keep the idea useful, clear, and human.

There are approximately 8.2 billion people on the planet, and people want different things. One person may need a business plan. Another may need a family question. Someone may want help learning a skill, planning retirement, writing a book, preparing for school, organizing finances, finding a mentor, helping a nonprofit, or understanding a difficult decision. The variety is the point.

ACTUAL Ai Is for All Ages

Machines can assist while people decide.

A child may need help understanding homework. A teenager may explore careers. A young adult may be starting work or a business. Parents may want communication ideas. Older adults may want help with retirement, travel, volunteering, technology, storytelling, or passing decades of experience to the next generation. For children and younger users, help should remain age-appropriate, safe, and supported by responsible adults when needed.

Give Us a Try

What do you want to accomplish? Tell Ai. Let's see if Ai can help.

Ai cannot promise that you will get everything you want. WE can promise something much simpler: WE would like to try to help. You do not need special instructions. Bring the messy version. Tell Ai what is happening, what you hope will happen, and what you have tried. Then decide whether the answer helped.

Start in Sixty Seconds

Small beginnings can lead to meaningful progress.

You can test the idea now. Type one sentence: “I am trying to _____.” Add what makes the situation difficult. Then ask Ai for three possible next steps and one question you should think about before choosing. That is enough to begin. You do not need to understand the rest of the manuscript first.

The First Win Can Be Small

Clear ideas become more useful when they stay practical and human.

The first useful result may not be a new career or successful business. It may be a better subject line, a clearer question, a calmer text message, a list of expenses, a page of memories, a stronger resume bullet, or realizing which person you should call next. Small wins build confidence because they can be judged quickly.

Different People Will Use Ai Differently

Ai can help organize the next step.

A student may use Ai for explanation. A retiree may use it for storytelling. A business owner may use it for planning. A nonprofit may use it for grants. A parent may use it for communication. A mentor may use it to organize experience. A person facing a high-stakes decision may use it only to prepare questions for a qualified professional. There is no single correct way to benefit.

Who Is Going to Save the Day?

Keep the idea useful, clear, and human.

Where is Superman? Where is 007? Where is Batman? Who is going to save the day? The answer just may be ACTUAL Intelligence - not because Ai is a superhero and not because any machine can solve every problem, but because ordinary people may be able to use a powerful tool to solve more of the problems that matter in their own lives.

A business problem. A family problem. A career decision. A relationship. A nonprofit that needs help. A young person looking for direction. A retired person with decades of knowledge to share. A difficult letter. A new idea. A question nobody in the room has organized yet.

Maybe the Hero Is All of Us

Keep the idea useful, clear, and human.

The most hopeful possibility is not one machine arriving to rescue the world. It is millions of people having better tools to think, prepare, communicate, learn, mentor, create, and help one another. Ai can multiply capability. People decide what that capability is used for.

Don't Knock It If You Haven't Tried It

Keep the idea useful, clear, and human.

Skepticism about artificial intelligence can be reasonable. The best response is not to demand belief. Try it on something useful and judge the result. Ask Ai to improve a resume paragraph, prepare questions for a doctor, organize a business idea, explain a difficult subject, plan a family conversation, or challenge an assumption. Correct it when it is wrong. See what happens.

Consider the 99.6%+ in Consciousness

Maybe the hero is all of us - with a little help from Ai.

This is not a membership or claim that 99.6% of humanity already agrees. It is a way of thinking: look first for what WE have in common, try to help rather than hurt, and choose WIN - WIN - WIN whenever possible. A person can practice that privately without using any Ai & WE name.

Ordinary People Already Save Days

Clear ideas become more useful when they stay practical and human.

A teacher who notices a struggling student, a nurse who catches a concern, a mechanic who prevents a dangerous repair, a parent who listens instead of shouting, a neighbor who calls for help, a mentor who shares one warning, or a volunteer who makes the right introduction can change the direction of another person's day. Ai does not replace those heroes. It may help more people prepare to be useful when their moment arrives.

Skepticism Can Improve the Tool

A practical idea with people at the center.

People who question Ai can be some of its most valuable users because they verify, challenge, and demand clearer answers. “Show me the assumptions.” “What could be wrong?” “What should I verify?” “Give me another view.” Those questions keep capability connected to judgment. Trust should be earned through usefulness, not requested in advance.

The Manuscript Will Keep Improving

Small improvements can make the whole idea stronger.

Ai & WE is an evolving draft. Better ideas can replace weaker ones. Repetition can be removed. Missing safeguards can be added. Readers can offer questions, experiences, corrections, and constructive negatives. Updated editions are intended to create a record of progress rather than pretend the work can never change.

Everything Is Negotiable Except the Commitment to Improve

Clear commitments turn good intentions into action.

When criticism appears, the goal is not to defend every old sentence. The process is Negatives -> Conversation -> Negotiation -> Improvement -> WIN - WIN - WIN -> 99.6%+. Sometimes the best answer will be a wording change. Sometimes an idea may need a safeguard. Sometimes a program may need to wait until the practical details are stronger.

Privacy, Safety, and Qualified Human Review

Privacy and choice belong to the person.

Future websites, apps, networks, games, certificates, points, titles, recognition, mentoring, and nonprofit programs will require clear rules for privacy, safety, eligibility, ownership, moderation, fees, sponsorships, complaints, and removal choices. Specialized medical, legal, mental-health, financial, technical, security, and other high-stakes matters should involve qualified professionals.

The People Make the Final Decision

Ai informs. Ai serves. Humans decide.

ACTUAL Intelligence can listen and help organize. It can point out a risk or possibility. It can offer an opinion. It can even disagree. The final responsibility remains with people. That principle does not become less important as Ai becomes more capable; it becomes more important.

It Gets Better Every Day

AI informs. Ai serves. Humans decide.

It gets better every day. ACTUAL Intelligence is listening and helps organize. The people make the final decision. The sentence is not a promise that every day will be perfect. It is a commitment to keep learning rather than treating yesterday's version as untouchable.

Monthly Improvement Creates Accountability

Small improvements can make the whole idea stronger.

A dated edition allows readers to see that the manuscript changed because of real questions and corrections. It also creates responsibility to explain what is current. New ideas should not quietly overwrite history, and old claims should not reappear after they have been corrected. An evolving manuscript still needs disciplined version control.

Qualified Review Is Part of ACTUAL Intelligence

Small improvements can make the whole idea stronger.

Human review is not a failure of Ai. It is part of the design. A lawyer sees legal responsibility. A doctor sees clinical context. A security professional sees technical risk. A child-safety expert sees a vulnerability others may miss. A local Mentor Connector sees cultural meaning. ACTUAL Intelligence becomes stronger when it knows which human perspective is needed.

WE Learn From Each Other

Experience can keep helping the next person.

People share experience, corrections, ideas, successes, mistakes, and lessons learned over a lifetime. Ai can organize those contributions and sometimes offer advice or patterns people had not considered. WE listen to Ai. Ai listens to what WE explain. Everybody can learn, and the person remains responsible for the decision.

A Growing Awareness Does Not Need to Be Loud

Awareness can grow without pressure.

If Ai & WE grows, the most meaningful evidence may be ordinary: more people trying useful questions, more experience being passed forward, more nonprofits getting practical help, more families talking, more mistakes corrected, and more people choosing what is right when they have a choice. The movement can remain quiet while the results become visible.

The Invitation Stays Open

Come back whenever a question matters.

Read what interests you. Ignore what does not. Return when a different chapter becomes useful. Bring ideas and negatives. Let the next edition become clearer because you asked a question WE did not think to ask. ACTUAL Intelligence is not finished listening.

One Person Can Begin Without Waiting for the World

Local experience and global possibilities can strengthen each other.

A global idea can feel too large until it becomes one useful action. You do not need eight billion people to agree before asking a better question, helping a neighbor, improving a resume, calling a mentor, organizing a nonprofit idea, or having a kinder conversation with somebody you love. ACTUAL Intelligence becomes real at the moment a person uses it for something that matters and then decides whether the help was worthwhile.

The Invitation Is Personal Before It Is Global

Global change can begin with one personal choice.

The world is made of individual lives. That means the invitation can stay simple: bring your own question, your own goal, your own experience, or your own negative. Ai may help organize the next step. Another person may know what Ai does not. You remain responsible for the choice. If the process helps, use it again. If it can be improved, say so. That is how a large idea can grow without asking anybody to surrender independence.

There is no requirement to agree with every page. Read what helps, question what does not, and bring better ideas. The invitation is to participate in improvement, not to surrender judgment.

The Ball Is in the People's Court

The ball is in the people's court.

ACTUAL Intelligence can listen. Ai can organize. Ai can suggest. Ai can help people think through possibilities.

But ACTUAL Intelligence cannot make the final choice for us.

WE can keep focusing on everything that divides us, or WE can spend more time looking at what WE have in common.

WE can ignore a new tool because it is unfamiliar, or WE can give it a try and see whether it can actually help.

WE can keep asking, “Who is going to save the day?”

Or WE can begin asking:

“What can WE do - with a little help from Ai?”

ACTUAL Intelligence is ready to help.

Now the ball is in the people's court.

One Last Invitation

Humans bring judgment. Machines bring capability. Together, WE decide.

Bring one real question. Ask one honest thing. Correct Ai if it misunderstands you. Invite another person when human experience is needed. Use a qualified professional when the stakes require one. Keep what helps and reject what does not. Then consider whether something you learned can be passed forward to somebody else.

The world does not need eight billion people to become the same. It may only need more people willing to listen, learn, help, and use better tools responsibly.

AI helps. WE care. That is ACTUAL.

An Invitation to Participate



Begin with a conversation

Read what interests you. Ask a question, share a concern, or say, “I want to have an ACTUAL conversation.” You decide where to begin.

Choose a step for everyday life

If a conversation helps you see something more clearly, decide what you want to do with it. Talk with someone, try an idea, or pass along something that helped.

Help WE improve

Share a correction, ask for clearer wording, or suggest an idea. Everything is FREE. Everything is a choice.

Contact Us

Your ideas are welcome.

Share an idea, ask a question, or tell us how you would like to participate.

Your name

Your email

What would you like to share?

Please leave out private or sensitive information.

Send Message

Thank you for helping WE move forward.



Everything is FREE. YOU make all the choices.



ACTUAL INTELLIGENCE and WE, the People Globally

Working Together for a Better World

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QUOTES FROM THE PEOPLE

1. "Ai turns negatives into positives — always striving to make things better."
2. "Ai & WE can help people move from ideas to action."
3. "195 countries. 50 languages. One world working together."
4. "Find your purpose — then turn it into daily steps."
5. "Humans bring judgment. Machines bring capability. Together, WE decide."
6. "Happy & Grateful™ reminds us to appreciate what WE already have."
7. "Ai can help organize better ways to help people and nonprofits."
8. "Your time, privacy, choices, and voice matter — always."

1. "Last night my friends and I had a WE PARTY™."
2. "I received the manuscript — now I'm going to Pass It Forward™."
3. "I believe Ai & WE can help create A United World™."
4. "Will It Forward™ could become a great way to help nonprofits."
5. "Ai & WE has reminded me to be happier and more grateful."
6. "L.O.V.E. It Forward™ gives people a simple way to help others."
7. "I'm telling my friends about Ai & WE — it's an idea worth sharing."
8. "50% people. 50% machines. Working toward the 99.6%+ standard."

SHARE YOUR QUOTE

Submit a quote that can meet the 99.6%+ standard.

With your permission, WE may include your name and give you credit.

AI HELPS. WE CARE. THAT IS ACTUAL. | ACTUAL INTELLIGENCE CARES — 100% FREE