

# Mash-Up Worksheet

Using this Mash-Up, you can quickly brainstorm many different messages to test while keeping variables constant, in this case your call-to-action. Copy and paste one of your calls-to-action in the box below and use as many of this worksheet as needed 😊 .

<b>CALL TO ACTION</b>		<b>LENS</b>		
_____ _____	x	<b>Collective Wellbeing</b>	=	Your message here _____ _____

<b>CALL TO ACTION</b>		<b>LENS</b>		
_____ _____	x	<b>Love</b>	=	Your message here _____ _____

<b>CALL TO ACTION</b>		<b>LENS</b>		
_____ _____	x	_____ _____	=	Your message here _____ _____



Make sure to go through this Mash-Up for each one of your calls to action. Also, consider that there might be other lenses, feel free to add add those.

# Sample Mash-Up

This is an example of what your mash-up sheet would look like once filled out. Remember: the more messages you create, the better! So don't be shy with the number of sheets you fill out. .

