



The

SOHO HOUSE

Journaling Club

A RITUAL FOR REFLECTION, CONNECTION, AND COMMUNITY.

Meera Innes, Writer & Facilitator

meerabel@gmail.com.

+49 176 21715284

January 2026

Guided journaling with Meera

A supportive offering for members

Many Soho House members are:

- Highly creative, but have limited bandwidth
- Looking for deeper connection beyond just networking
- Ready for intentional rituals that help them slow down and reflect

Journaling is a powerful practice, but starting alone can be hard.

Doing it as a community removes friction and turns intention into habit.

Guided journaling with Meera

A guided journaling experience

Like meditation and breathwork, journaling is more accessible when guided.

Each session uses:

- Gentle, curated prompts
- Timed writing intervals
- A calm, structured flow

This removes pressure and helps members reflect deeply in a safe, supportive space.

Guided journaling with Meera

Why journaling?

We carry a lot beneath the surface - creatively, emotionally, and intellectually.

Journaling:

- Helps surface what's unconscious
- Promotes clarity, self-trust, and creativity
- Creates space to process complexity with structure

This isn't therapy - it's a powerful creative and reflective practice that supports how we show up in work, relationships, and communities.

Guided journaling with Meera

The session

A 60-90 minute morning ritual as a gentle and supportive start to the day:

- Opening grounding exercise with meditation
- 3-4 guided writing rounds in a timed format
- Quiet shared focus and reflection between prompts

The atmosphere is intimate, respectful, and calm - designed to facilitate connection. Members leave feeling clearer, lighter, and more connected to themselves and others.

Guided journaling with Meera

Why pen and paper?

These sessions use handwriting intentionally.

- Writing by hand supports memory, emotional processing, and insight
- It helps us stay present and IRL
- It feels tactile, analog, and grounding - a welcome relief from screens

Handwriting “strengthen[s] the connection between an action and the images or words associated with it. It’s similar to imagining something and then creating it: when you materialize something from your imagination (by writing it, drawing it or building it), this reinforces the imagined concept and helps it stick in your memory.”

Scientific American, 2024

Guided journaling with Meera

Why this matters for Soho House Berlin

This isn't a one-off workshop; it's a repeatable community format that keeps members coming back.

A weekly journaling club or seasonal series:

- Creates familiar faces and repeat attendance
- Encourages quieter members to connect
- Builds trust and relationships over time
- Provides members with tangible tools
- Offers a meaningful way to connect

Guided journaling with Meera

The social proof

At my most recent workshop with LAP Coffee, a total of **81 people signed up** for an event with **15 person capacity**.

This indicates:

- Strong unmet demand for this format
- Existing buy-in to journaling as a practice
- Readiness to participate in journaling spaces
- High interest even without a membership context

Guided journaling with Meera

Proposal

Format: Guided Journaling Club

Duration: 60 or 90 minutes

Time: Morning (8am) or evening (6.30pm)

Group size: 10–20 members (intimate by design)

Frequency: Weekly (with option to expand)

Location: 2nd floor - quiet private room with good natural light

Materials: Members bring their own notebook & pen

Audience: Soho House Berlin members

Guided journaling with Meera

Partnership model

This would be offered as curated member programming, with Soho House covering the facilitator fee and hosting the event as part of the House calendar.

It offers:

- *Low operational complexity* - I don't need any staff present, only access to the room and tea/coffee that we could help ourselves to.
- *High perceived value* - It's a great way for members to start their day, and they will leave feeling present and focused.
- *Strong alignment Soho House goals* - The format promotes member retention and community building.

Guided journaling with Meera

Opportunities to extend

This format can be extended to features including:

- Themed series (eg. *New Year, Valentine's Day, Women's Day, etc.*)
- Creativity unblocking sessions for artists
- Builder-focused sessions for entrepreneurs
- Wine and journaling nights with a more social aspect
- Longer journaling "journeys" featuring additional content
- Private group sessions or 1:1 follow-on sessions (separately paid)
- Brand partnerships with relevant partners providing journaling materials

Guided journaling with Meera

Commercial proposal

Pilot

One guided journaling session (90 mins)

Fee: €500

Weekly / Series (one-off)

4 x 60 min individual sessions or themed series

Fee: €1,800 (for 4 weeks)

Retainer

Ongoing weekly sessions

Fee: €1,600 / month (rolling retainer)

Guided journaling with Meera

About Meera

I'm a professional writer and people person.

Previously a company builder working with startups, VCs, agencies, and Google, today I help people connect to their own stories and build lives that are conscious and intentional.

I create spaces that are safe, thoughtful, and inclusive.

My role is to hold structure so participants can meet themselves, and each other, honestly.



Guided journaling with Meera

Thank you!

I'd love to build this as an ongoing community ritual at Soho House Berlin.

Meera Innes, Writer & Facilitator
meerabel@gmail.com.
+49 176 21715284
January 2026

Guided journaling with Meera