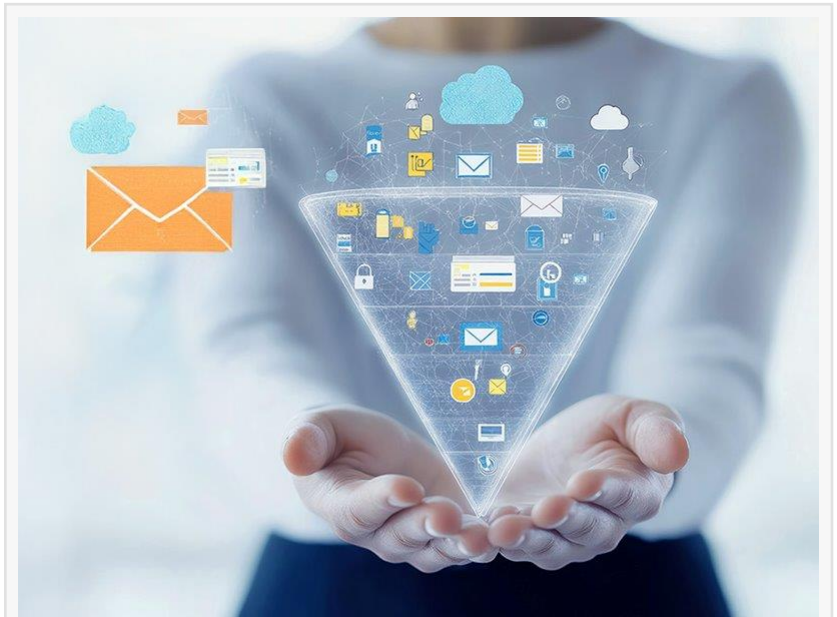


# L-Soft Launches the Email Insights Learning Series on the 39th Anniversary of LISTSERV®

*Master the Art and Science of Email communications with Expert Insights*

BETHESDA, MD, UNITED STATES, June 30, 2025 /EINPresswire.com/ -- L-Soft Launches the [Email Insights Learning Series](#) on the 39th Anniversary of LISTSERV®

L-Soft, the company behind the pioneering LISTSERV® email list technology announces the launch of the Email Insights Learning Series, a free 10-week course initiative is designed to help professional communicators, especially in mission-driven organizations, harness the full potential of email in 2025 and beyond.



Master the art and science of email communications with expert insights

Timed to coincide with the 39th anniversary of the first LISTSERV email message, sent on June 30, 1986, the automated series delivers weekly actionable insights on topics including email strategy, automation, [newsletters, analytics and discussion groups](#).

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I had no idea in 1986 that LISTSERV would end up playing such an important role in people's lives, in some cases even saving lives.”

*Eric Thomas, LISTSERV(R)  
Inventor and L-Soft Founder  
and CEO*

The content is tailored for professionals in higher education, government, research and nonprofit sectors—where collaboration, clarity, trust and data ownership are essential. Recognized as one of the most resilient and strategic digital communication tools, email continues to empower organizations that prioritize direct and measurable outreach.

This new learning course series is designed to be universal and freely accessible as a long-term

resource for communicators  
professionals of all levels.

## Be First to Start This New Series

Each weekly installment includes:

- A focused topic with a strategic takeaway
- Reflection prompts to support professional development
- Practical guidance on using LISTSERV Maestro for smarter communications

## A Legacy of Innovation

Since its creation in 1986, LISTSERV has been at the forefront of email communication—from early academic list exchanges to today's data-driven campaigns with SSO integration and advanced analytics. With its 40th anniversary approaching in 2026, L-Soft continues to provide reliable, customizable communication solutions for organizations worldwide.

Email Works. LISTSERV® Proves It.  
Boost your email strategy — for free.

Join the Email Insights Learning Series, a 10-week course packed with expert tips and real-world examples:

- One email per week
- Practical strategies & automation insights
- Certificate of completion included

Sign up now — it's free!

<https://www.lsoft.com/courses/email-insights.asp>

About L-Soft



Email fulfills a fundamental human need – the need to form communities and share ideas, experiences, joy and pain. People have been doing this for as long as mankind has existed, but LISTSERV removes the barrier of physical distance.

— Eric Thomas, Inventor of LISTSERV® - the first automated email list manager, the first spam filter and double opt-in subscription confirmation

LISTSERV(R) Inventor Eric Thomas reflects on 39 years of impactful email communications



**Keep giving your audiences  
the VIP treatment.**

See how email communications build long term relationships with your customers and stakeholders

L-Soft is the exclusive provider of LISTSERV®, the first and most widely used email list management software, invented by CEO Eric Thomas. Since 1994, L-Soft has helped organizations worldwide communicate reliably and effectively through email.

Learn more at [www.lsoft.com](http://www.lsoft.com).

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