



Email Newsletter Guide 2025

PART 1

Why You Must Start an Email Newsletter

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Introduction

Social media platforms are becoming more unpredictable. Algorithms change, reach drops, and creators lose visibility overnight. But one channel continues to prove its long - term power: email newsletters.

Email marketing is the only digital asset you truly own, and with an average ROI of 4,200%, it remains the most profitable channel in digital marketing.

1. Email Is the Only Platform You Truly Own

When you grow an audience on Instagram, TikTok, YouTube, or Facebook, you don ' t actually own that audience. You rent visibility from an algorithm - controlled platform.

Email is different. Your subscriber list is your asset. No algorithm can stop your message from being delivered.

2. Email Builds Higher Trust and Stronger Relationships

People check their inbox several times a day, often more than social media. This makes email a more personal, trusted space.

As a result:

- Email open rates are higher
- Click - through rates are stronger
- Conversion rates outperform social media

3. Case Studies Proving the Power of Email

Morning Brew: Started by two college students and sold for \$75M.

The Hustle: Grew to 1.5M+ subscribers and acquired by HubSpot.

Independent Creator: Grew from 200 to 20,000 subscribers in one year and earns \$5,000 per sponsored email.

4. Why 2025 Is the Best Year to Start

Platforms like Beehiiv, Substack, and ConvertKit make launching a newsletter simple.

2025 is ideal because:

- Email is growing again
- Brands invest more in sponsorships
- Algorithms are unstable
- Curation is rising
- Creators need owned distribution

5. A Roadmap to Building Your Newsletter

Start It: Setup, tools, and first subscribers.

Build It: Writing, automations, and quality content.

Grow It: Scaling, audience growth, and monetization.

You can watch Part 1 of the course on YouTube (insert link).

Final Thoughts

Newsletters are no longer just emails—they are powerful digital assets capable of generating attention, trust, community, and income.

The best time to start was years ago. The second - best time is today.

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