**Subject:** Are you making one of the top 4 onboarding mistakes?

**Pre-text:** Learn the secret to easy, modern account enrollment

Hello <first name>,

At this point in your career, you know what customers want. Speedy onboarding and personalized services are at the top of their wish list – so why are so many customers forced through a long enrollment process?

[**4 mistakes are usually to blame, as our latest article explains.**](https://rulesware.com/how-to-avoid-the-critical-onboarding-mistakes/) Don’t worry, we also shared the secret to onboarding customers in 20 minutes and providing some other benefits as well. Give it a read and let us know your thoughts – and let us know if we can help solve any of your onboarding challenges.

Sincerely,

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