



Information Architecture

Navigation, Sitemap, Sample Mockups, User Access

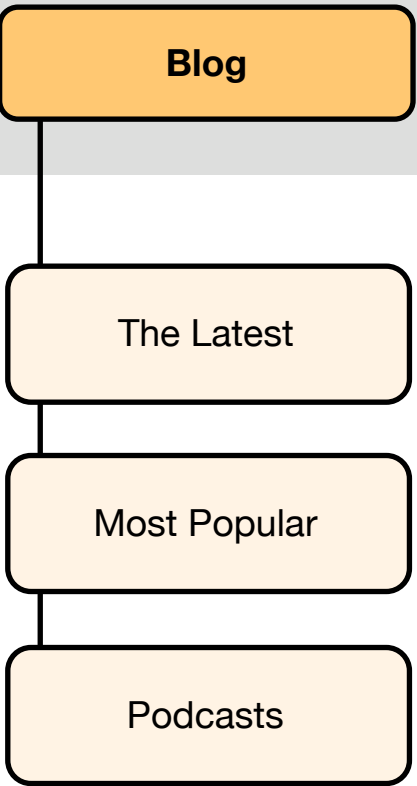
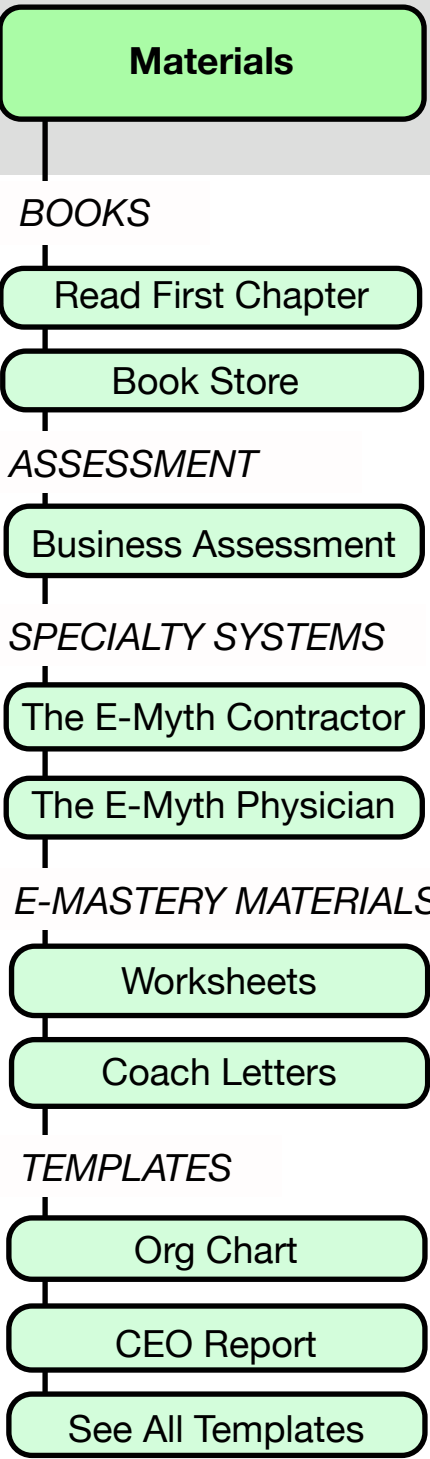
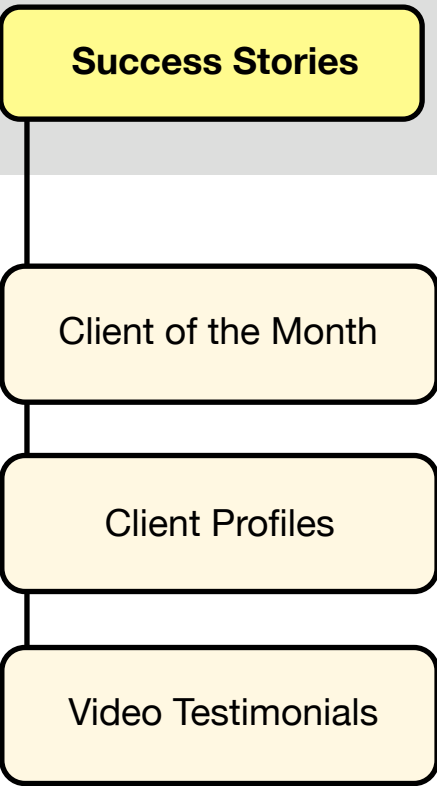
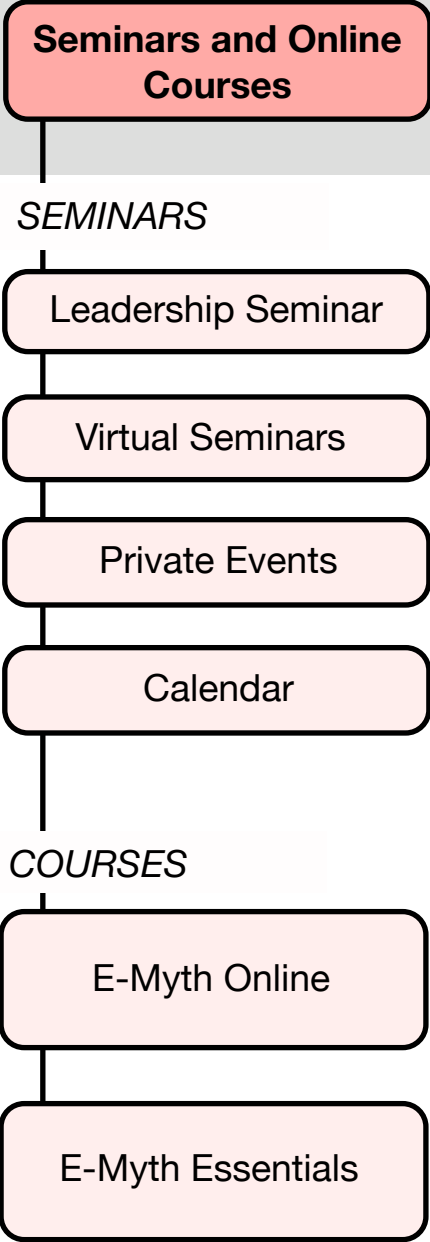
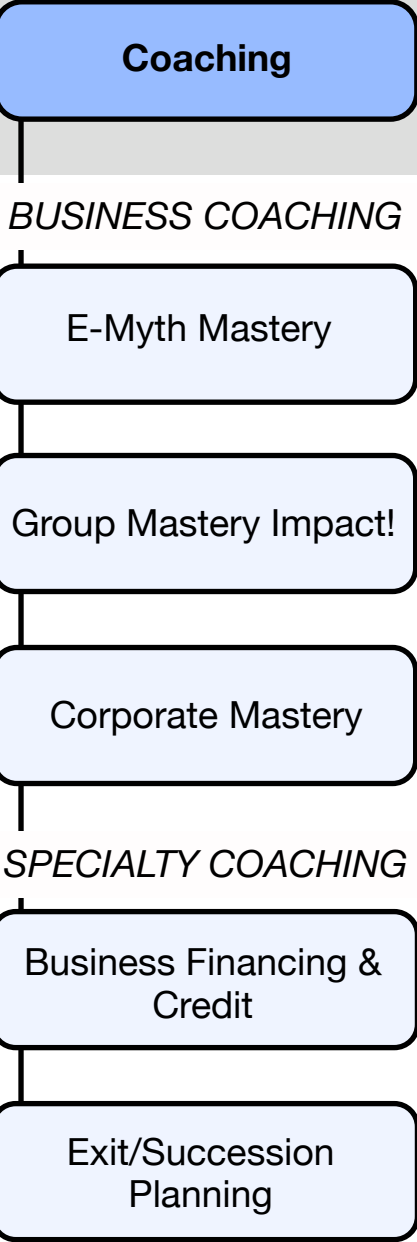
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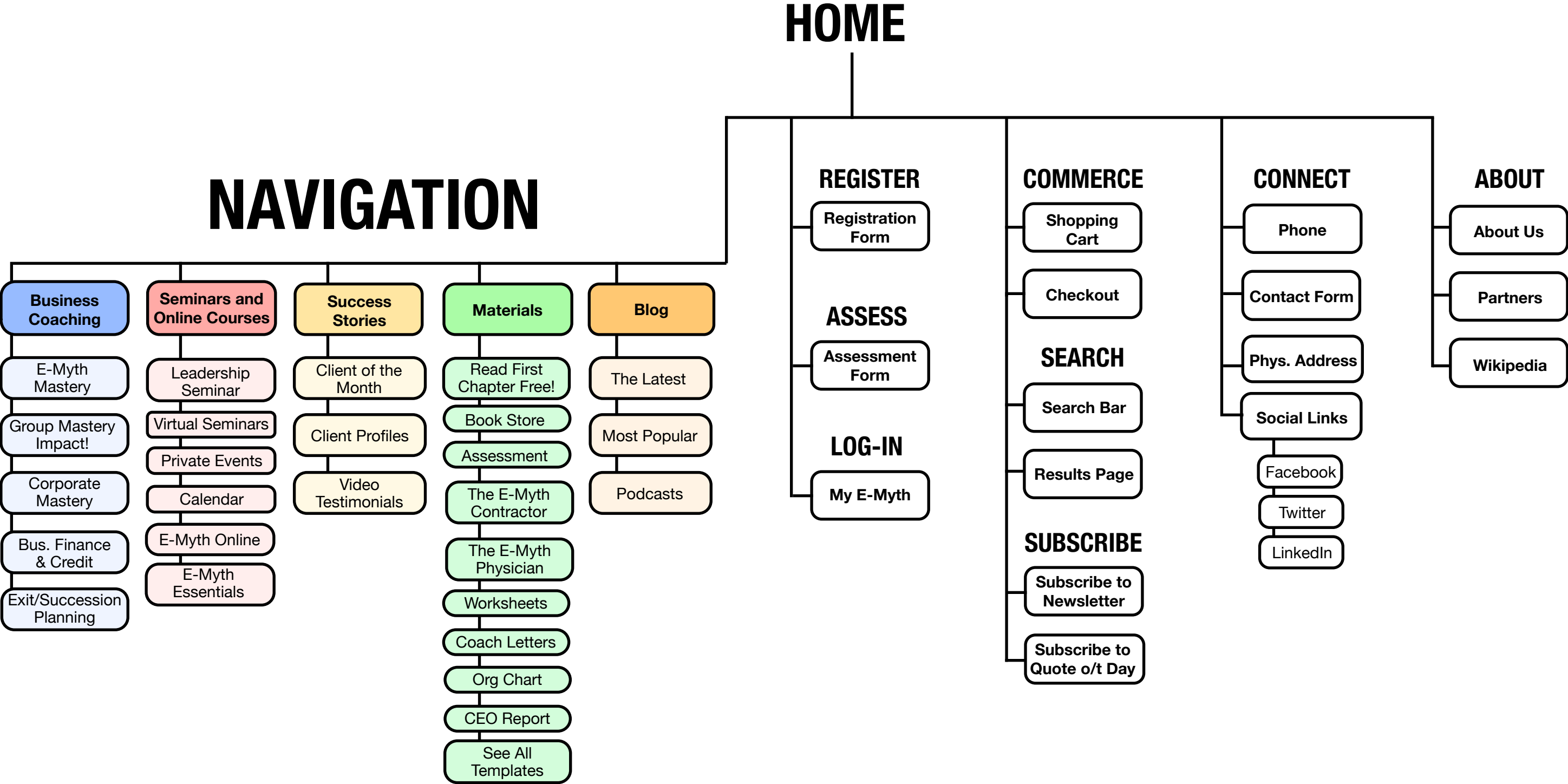


INFORMATION ARCHITECTURE

Information Architecture

NAVIGATION





SAMPLE MOCKUPS

RICH NAVIGATION

Coaching

Business Coaching

E-Myth Mastery

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Group Mastery Impact!

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Corporate Mastery

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Specialty Coaching

Finance & Credit

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Exit & Succession Planning

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Seminars & Classes

Seminars

Leadership Seminar

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Virtual Seminars

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Private Events

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Event Calendar

Event Calendar

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Online Classes

E-Myth Online

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E-Myth Essentials

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Success Stories

Client of the Month

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Client Profiles

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Video Testimonials

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Materials

Books

The E-Myth Revisited

Read the First Chapter for Free!

The Book & Audio Store

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Assessment

Business Assessment

Take a free custom assessment for your business.

Specialty Systems

The E-Myth Contractor

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The E-Myth Physician

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E-Mastery Materials

Worksheets

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Coach Letters

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Templates

Organizational Chart

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CEO Report

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See All Templates

Blog

Latest Articles

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Most Popular Articles

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Podcasts

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HOME PAGE (Visitor)

Register Free

Login to My E-Myth

Checkout

Coaching

Seminars and Courses

Success Stories

Materials

Blog

YOU ARE THE PROBLEM

Find out why.

Take a free online assessment of your business

I want my business to:

Run without me

Grow

Increase in value

Be more profitable

Become systemized

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Evaluation

3 Secrets Download

Business Consultation

Upcoming Events

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New from the Blog

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ABOUT US

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[FIND OUT MORE ABOUT US.](#)

[Wikipedia Entry](#)

SUBSCRIBE

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Newsletter

Quote of the Day

CONTACT

139 East Main St.
Ashland OR 97520

+1 541.552.4680
+1 541.552.4600

[Live Chat \(Online\).](#)

[CONTACT US.](#)

HOME PAGE (Registered Non-Paying - Logged In)

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MASTHEAD MESSAGING DIRECTED AT REGISTERED MEMBER USER TYPE

I want my business to:

Run without me

Grow

Increase in value

Be more profitable

Become systemized

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Run without me

Grow

Increase in value

Be more profitable

Become systemized

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CONTACT US.

SAMPLE PRODUCT PAGE (SEMINARS)

Replace with Register & Log-In buttons if no user is signed in

My E-Myth

Checkout

Search

Coaching

Seminars and Courses

Success Stories

Materials

Blog

Virtual Seminars

Lorem ipsum dolor sit amet, mai ores omare ac ferme ntum, imper diet ut viv amus a, nam lectus at nunc. Quam euismod sem, semper ut po tenti pellen tesque quis que. In eget sapien sed, sit dui svest ibulum ultricies, placerat morbi amet vel, nullam in in lorem vel. Lorem ipsum dolor sit amet, mai ores omare ac ferme ntum, imper diet ut viv amus a, nam lectus at nunc. Quam euismod sem, semper ut po tenti pellen tesque quis que. In eget sapien sed, sit dui svest ibulum ultricies, placerat morbi amet vel, nullam in in lorem vel.

Name of Seminar

Month & Day

Time - Time PST

Register Now

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Month & Day

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Listen to Seminar Soundbites

Soundbite 1

Soundbite 2

Soundbite 3

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Name of Seminar

New Dates Coming Soon!

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USER ACCESS RECOMMENDATIONS

ACCESS GUIDELINES

The guiding principle is to emphasize purchasing behavior over free registrations. The latter does not generate direct revenue and often disrupts user experience. However, it *is* useful for e-mail address acquisition so we should not remove free registrations entirely.

One solution is the proposed integrated business assessment/registration. Users are “registering” *while* they are taking a business assessment. This will streamline basic registrations and encourage more “sign-ups” than having heavy access restrictions for content throughout the site. We continue to get contact details and leads without discouraging purchasing behavior and time on site.

To encourage purchasing behavior, even first-time visitors should be allowed to read the first chapter of the E-Myth book, the E-Myth Physician, and the E-Myth Contractor and access the templates without registering. Let them immerse themselves in some deeper information before asking for a full registration form. These recommendations can be tweaked and changed for best results.

If there are remaining areas of the site that require a registration (purchasing seminars, submitting testimonial, etc), **make sure to let the user know why he/she is at the log-in gate**. When a user clicks on a page/material that needs a log-in, a status message should appear prominently that reads “*You must be logged in to access _____ . Login or Register for free below!*”

ACCESS ALLOCATION (1 of 3)

E-MYTH	Visitor	Registered	Webinar	Pre-Client	Client
Event Calendar-automated					
Testimonials					
Client of the Month (articles)					
Client Profiles (a bit deeper)					
Success Stories (3)					
Search engine for testimonials by industry					
Testimonial submission form					
How we did it video					
Video Testimonials (general)					
Resources					
Templates					
Org Chart					
Making Coffee					
CEO Report					
Franchise Research					
The POV					
7 Centers with MEG video link					
3 Secrets Ebook					
4 Pillars? Somewhere					
Book Summary					
Read first chapter online					

ACCESS ALLOCATION (2 of 3)

Program Advisors' Material	Visitor	Registered	Webinar	Pre-Client	Client
See UBI email drop down					
<i>Emails may be linked to unpublished html docs</i>					
E-Myth Contractor					
Read chapter one					
3 Critical Plans					
"Analyze your business"					
Competition article					
E-Myth Physician					
Read chapter one					
3 Critical Plans					
Analyze your businss					
Specialty Systems					
Business Credit Builder (strategic partnership*)					
Exit Planning Strategy* BEI Partnership					
E-Myth Mastery Book					
<i>Worksheets-highly valuable, and still kept semi-secret</i>					
<i>(not super useful) without a coach in reality</i>					
<i>This is not linked to main site (secret alert)</i>					
<i>Do PA's call after people who download them??*</i>					
Bardeen Letters					
Newsletter Archive by date					
Blog	*No User Posting				
Podcasts (20)					
Quote of the Day					
Special offer list					
Business Assessment	Include registration in it.				
SCORE Business Assessment					
www.e-myth.com-eval_center					

ACCESS ALLOCATION (3 of 3)

E-Learning	Visitor	Registered	Webinar	Pre-Client	Client
E-Myth Essentials \$169 (was going to be free once)					
Contains mini biz assessment					
Interactive					
Excessive content and is overwhelming without a coach					
E-Myth Online (course) (\$1495)					
Video presentations that can be repurposed					
Excessive content and is overwhelming without a coach					
Mastery Portal Content					
Brainbank e-mails a coach for answers					
quarterly financials tracking					
Reference materials: http://www.e-myth.com/pub/htdocs/emm_ref_mats					
Program Resources					
All Program Materials					
Various Audio/Video support pieces for program materials					
Primary Aim video					
Strategic Objective Video					
Psych Model					
Product Marketing Grid					
Financial Reports					
EME: Two day workshop (not currently used)					
Pared down E-Myth essential course					
Was used as sales tool					
Gives user a dollar/hr work rate and TME breakdown of work type					
http://www.e-myth.com/cs/user/edit/eme_registration/93					
Forum (currently open to clients only, in mastery portal)					