

Rob Anspach

Dynamic Entrepreneur | Marketing Strategist | Legacy Builder

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Summary

Visionary entrepreneur with over 30 years of experience in marketing, consulting, and publishing. Founder of Anspach Media, a firm specializing in helping businesses build authority, craft legacies, and create lasting client experiences. Produced 55+ books, including those authored and co-produced, to help individuals and businesses solidify their authority. Host of the successful E-Heroes Podcast, featuring over 335 guest interviews with entrepreneurs. Regular article contributor to Cleanfax magazine, sharing insights on marketing, business growth, and customer retention. Known for a no-nonsense, direct approach and 'Rob-isms' that inspire high-value clients to elevate their strategies and charge what they're worth.

Key Skills

Strategic Marketing & Brand Positioning, Business Legacy Creation, Book Publishing & Authority Building, Client Relationship Management, Public Speaking & Thought Leadership, Content Strategy & Digital Presence, Search Engine Optimization, Podcast Hosting & Guest Interviewing, Entrepreneurial Coaching & Consulting

Professional Experience

Founder & CEO | Anspach Media 2001 – Present

- Built a marketing and consulting agency focused on legacy-building for entrepreneurs, from startups to law firms to Fortune 500 companies.
- Produced 55+ books, helping clients establish themselves as authorities in their industries.
- Developed innovative storytelling strategies that align with client branding, resulting in increased visibility and client acquisition.
- Transitioned the company to working with million-dollar clients, emphasizing legacy, client experience, and creating long-term authority.
- Created and led marketing strategies for high-profile businesses, law firms, and doctors, delivering measurable ROI through books, video, and social content.

Owner | Premiere Carpet Cleaners 1995 – 2014

- Managed a successful carpet cleaning business, serving as a testing ground for developing effective marketing strategies.
- Transitioned learnings from this business into marketing consulting, leveraging first-hand experience in customer acquisition and retention.

Podcast Host | Rob Anspach's E-Heroes Podcast 2018 – Present

- Interviewed over 335 entrepreneurs, exploring strategies for business growth, storytelling, and marketing innovation.
- Built a loyal audience by combining humor, insight, and practical advice for entrepreneurs.
- Used the podcast as a platform to spotlight clients, enhance their authority, and grow their reach.

Article Contributor | Cleanfax Magazine 2005 – 2014, 2025

- Regularly published articles on marketing, customer retention, and entrepreneurial strategies.
- Shared actionable insights for small business owners in the cleaning and restoration industry.
- Maintained a consistent voice, blending humor with practical advice to engage readers and drive results.

Publications

- *Legacy* (2024) – A comprehensive exploration of the importance of creating a lasting business legacy, launched December 5, 2024.
- *Rob Versus The Scammers* – A humorous yet insightful take on dealing with phone scammers, which launched the “Rob Versus” series of books.
- *Boaz on Business* – Co-authored with Jeffery S. Watson, Eddie Speed, and Kira Golden, discussing business legacy and wealth building based on biblical principles.
- *Marketing The Magic: “Behind The Scenes” Business Strategies From Walt Disney World* – An exploration of how Walt Disney World keeps audiences coming back year after year, and how entrepreneurs can adapt that magic to enhance their businesses.
- Plus other books covering social media, copywriting, search engine optimization, military law, personal injury law, weight loss, sarcasm, entrepreneurship, podcasting and life lessons.

Key Accomplishments

- Guided entrepreneurs in building profitable businesses by focusing on storytelling, authority, and legacy.
- Helped transform struggling entrepreneurs into industry leaders through personal branding and strategic marketing.
- Authored and co-produced books, positioning himself and clients as thought leaders.
- Pioneered a 'friends first, client second' approach, fostering long-term relationships that drive client loyalty.

Education

Self-taught marketer with over three decades of practical experience.
Continuously learning from industry leaders.

Interests

- Public speaking and mentoring entrepreneurs.
- Visiting Disney World biannually, inspired by Disney's focus on client experience and legacy.
- Writing humorous and insightful books on business, marketing, and life lessons.

2025 Collaborations / Joint Ventures

- Head of Publishing & Marketing at MVI Media – Jan 2025 to Present
- Co-Publisher with Brad Szollose on 4 advocacy books helping consumers fight back against debt collectors, slumlords, HOA boards and the IRS.
- Collaborating with Ben Gay III in adding a “Personality Selling” volume to his “The Closers” series of books.
- Working with Robin Jay on the marketing for her upcoming documentary.
- Co-Author with Lynn Swayze on a new marketing book for family law attorneys.
- Co-Author with Tony Policci on a sequel to the Wise Guys Copywriting Handbook (2017)