

Rob Anspach

**Fractional CMO | Authority Marketing Strategist | Legacy Consultant
Speaker | Podcaster**

Email: rob@anspachmedia.com | Website: www.anspachmedia.com | Podcast: [E-Heroes Podcast](#)

Summary

For three decades, I've helped entrepreneurs, law firms, and medical professionals turn expertise into authority. As Founder & CEO of Anspach Media, I've guided over 60 books to #1 bestseller status on Amazon, produced 370+ episodes of my E-Heroes Podcast, and built a global reputation for helping business owners own their story, elevate their brand, and create legacy-driven success. I blend real-world business experience with modern marketing strategy and AI-powered SEO to help companies scale sustainably...without losing authenticity or sanity.

Core Strengths

Strategic Marketing & Brand Positioning • Authority Building & Legacy Engineering • Book Publishing Leadership • Client Experience Design • Fractional CMO Strategy • Podcast Production & Thought Leadership • AI & Generative Engine Optimization (GEO AI) • Public Speaking & Media Presence • Entrepreneurial Coaching • High-Ticket Offer Development

Experience

Founder & CEO | Anspach Media 2001 – Present

An authority-building, marketing, and publishing firm helping clients move from “best kept secret” to “go-to expert.”

- Partnered with lawyers, doctors, and entrepreneurs to develop authority brands that command premium fees and industry respect.
- Produced and published 60+ #1 bestselling books on Amazon... every single client hit the top of their category.
- Designed marketing campaigns that increased client visibility by up to 300 % using storytelling and AI-driven SEO (GEO AI).
- Served as Fractional CMO for select firms, creating marketing systems that consistently generated high-value clients.
- Led transition of Anspach Media to focus on million-dollar clients and legacy engineering initiatives.
- Created the “Anspach Authority Guarantee” ... a client-centric approach that offers results or refunds plus onboarding credits.

Head of Publishing & Marketing | MVI Media | 2025 – Present

Leading publishing and marketing division for film, gaming, and TV ventures.

- Oversee development and production of books, training programs, and digital assets that enhance client visibility and credibility.
- Collaborate with internal teams and external partners to create cross-platform campaigns blending traditional and AI-driven strategies.

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

A long-running entrepreneurial show featuring 370+ interviews with global leaders in business, marketing, and mindset.

- Built a loyal audience over 8 years through authentic conversations, humor, and practical insight.
- Used the podcast as a platform to elevate client authority and generate referrals organically.

Contributor | Cleanfax Magazine 2005 – 2014, 2025

- Published dozens of articles on marketing, customer retention, and entrepreneurial growth in the cleaning and restoration industry.
- Known for a humorous yet practical style that turns complex marketing concepts into actionable steps.

Owner | Premiere Carpet Cleaners 1995 – 2014

- Operated one of Pennsylvania's most respected cleaning companies with a 200 % Clean Guarantee policy.
 - Used real-world marketing tests to build systems later repurposed by Anspach Media clients worldwide.
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Select Publications

- *Legacy* — How to Create a Business and Life That Lasts Beyond You
- *Marketing the Magic* — Behind-the-Scenes Business Strategies from Walt Disney World
- *Rob Versus the Scammers* — A Humorous Guide to Beating the Cons
- *Boaz on Business* — Co-Authored with Jeff Watson, Eddie Speed, and Kira Golden

Key Accomplishments

- Guided entrepreneurs worldwide to build profitable, legacy-focused businesses.
- Produced 60+ bestselling books that cemented clients as industry leaders.
- Hosted 370+ podcast episodes featuring global entrepreneurs and thought leaders.
- Championed the “friends first, clients second” philosophy... creating long-term loyalty and referrals.

Education & Continuous Learning

Marketing strategist with 30+ years of hands-on experience and ongoing training from top industry leaders in marketing, branding, and business growth.

Personal Notes

Frequent Disney World visitor (2× per year) inspired by Disney's legacy of excellence and guest experience. Public speaker, mentor, and author of humorous yet insightful books on business and life.