

# Rob Anspach

Fractional CMO | Authority Architect | Legacy Marketing Specialist

Author | Speaker | Podcaster

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## Summary

For over 30 years, I've helped entrepreneurs transform from overlooked experts into recognized authorities. As Founder & CEO of Anspach Media (est. 2001), I've built a reputation for designing authority ecosystems that combine strategic marketing, publishing, podcasting, and AI-driven visibility into sustainable, legacy-driven growth. I don't chase trends. I build positioning that lasts.

## Executive Overview

30+ years entrepreneurial experience | Founder of Anspach Media (25 years and counting)  
65+ Amazon #1 bestselling books produced | 385+ episodes of the E-Heroes Podcast  
Fractional CMO for select high-growth firms | Head of Marketing for MVI Media (2025–Present)  
Contributor to Cleanfax Magazine (2005–2015, 2025–Present)

## Philosophy

“Friends first, clients second.” I believe authority is built on relationships, not transactions. My approach creates loyalty, referrals, and sustainable growth instead of short-term spikes. I operate under a results-focused, client-centric commitment to excellence, backed by the Anspach Authority Guarantee.

## 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.”

- Produced and published 65+ #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%
- 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.

- Lead 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 385+ 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 2005–2015, 2025–Present

- 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.

## Select Publications

- *Legacy: Building A Life and Business That Lasts Beyond You*
- *Marketing the Magic: Behind-the-Scenes Business Strategies from Walt Disney World*
- *The Rob Versus Series: Humorous Books That Teach Readers How to Fight Back Against Scammers, Time Wasters, and Lousy Customer Service*
- *The Can Go To Hell Series: Consumer Advocacy Books Helping Victims Reclaim Their Lives Against Debt Collectors, HOA Boards, Slumlords and the IRS.*
- *Wait, There's More: The Dirty Secrets Marketers Use To Get You Buy Stuff You Don't Need.*

## Speaking & Media

I speak on:

- Authority Amplification
- Legacy Marketing
- High-Ticket Positioning
- AI & Generative Engine Optimization
- Client Experience Engineering
- Entrepreneurial Resilience

## Personal Note

A frequent Walt Disney World visitor, I study systems, storytelling, and guest experience at scale... applying those lessons directly to business architecture and authority development.

## Important Distinction

**I partner with leaders serious about building authority, increasing influence, and creating legacy-driven businesses that outlive trends.**