

Rob Anspach

Building Authority. Creating Legacy. Inspiring Action.

Authority Architect | Legacy Builder | Speaker | Author

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

Summary

For more than 30 years, I've helped entrepreneurs build authority that lasts. Through books, speaking, podcasting, immersive experiences, and trusted guidance, I help business owners create influence, meaningful relationships, and a legacy that outlives them. I believe the greatest authority isn't manufactured...it's earned by consistently creating value and leaving something worth remembering.

At A Glance

30+ Years Building Entrepreneurial Brands | Founder, Anspach Media (Since 2001)
70+ Amazon Bestselling Books Produced | 400+ E-Heroes Podcast Episodes | International Speaker
Fractional CMO for Select Organizations | Contributor, Cleanfax Magazine

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

Helping entrepreneurs build authority, create lasting influence, and leave a legacy through books, speaking, trusted guidance, and immersive experiences.

- Produced and published 70+ #1 bestselling books on Amazon...every single client hit the top of their category.
- Designed authority ecosystems that helped entrepreneurs become recognized leaders in their industries.
- 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 400+ interviews with global leaders in entrepreneurship, leadership, authority, and legacy.

- 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

I speak on:

- Authority Marketing That Actually Works
- Legacy That Outlasts You
- A Room Full of Unicorns Is Not Magical
- Exploring The Magic: What Travel Teaches About Business, Leadership & Legacy

Immersive Experiences

- Exploring The Magic: Executive travel experiences where the world becomes the classroom.
- Embracing The Magic: Discover the business lessons hidden throughout Walt Disney World.

Personal Note

I believe some of life's greatest lessons aren't learned in conference rooms...they're discovered through experiences, conversations, travel, and curiosity. Because in the end, your greatest legacy isn't what you build... it's what you inspire others to build.