

How to build a video system that builds trust and sells

The practical framework Andrew Ellis uses for placing video throughout your funnel — without burnout, big budgets, or a film crew.

● OVERVIEW

Most creators ignore video until after someone has already decided whether to buy. That's too late.

Andrew makes the case for building a video system that works across your entire funnel — not just on social. From overcoming objections before a sale to welcoming students after they enroll, the right video in the right place builds the kind of trust that converts, without requiring you to be live all the time.

● ANDREW'S VIDEO FUNNEL PLAYBOOK

VIDEO TYPES

Six types of video. Each one earns its place.

Six evergreen video types that work across any funnel:

1. **Video sales letters** for your core sales argument
2. **Case studies** to showcase real outcomes and results
3. **Webinars** to teach your system before someone buys
4. **Testimonial videos** for quick-hit social proof
5. **FAQ videos** as raw objection-busters sent via email or DM
6. **Product trailers** for short punchy previews that create excitement without giving everything away

GO ASYNC

Your live cohort is already a course.
You just haven't cut it yet.

Record your live cohort as-is: You teach better live than alone in a studio. Use that energy.

Cut out any live language: Remove anything that signals it's a cohort and edit it into individual lessons.

The result: The same quality teaching, higher production value, and a course that runs without you.

Get access to Andrew's slides

View the full recording of Andrew's Teachable Expert webinar.



THE ROADMAP

Build your video foundation.

Start with case studies and testimonials: They're the easiest to get and teach you what your audience values most.

Add FAQ videos next: List every question you get asked, film yourself answering them, done.

Build a webinar: Teach your core transformation, then invite people in at the end. Make it evergreen.

Finish with a VSL or trailer: By now you know exactly what your audience needs to hear. Use that to write the script.

VSL SCRIPT

A script structure you can film today.

Hook: Open with a common misconception about your topic.

Who you are: Quick intro: your name and why you're credible.

The transformation: What students will be able to do by the end.

Features and benefits: Name 3–5 things inside the course and why each one matters.

Call to action: Invite them in, give them the link, done.

Watch Andrew's webinar replay

View the full recording of Andrew's Teachable Expert webinar.



FEATURED SPEAKER



Andrew Ellis

Founder of Ellis Media Collective. Andrew has spent 3 years editing courses and building trailers for creators like Jay Clouse and George Blackman. His focus: helping educators use video to build real trust with their audience.

In this session, Andrew breaks down how to place the right video at the right moment across your entire funnel — from top-of-funnel trust to post-purchase onboarding. And for creators running live cohorts, he shares a proven path to going asynchronous without starting from scratch.

Follow Andrew: [@iamandrewellis](#)