ADOBE APPLICABLE PRODUCT HERE

Try for free

Support

Speak softly and carry a big YouTube following: A guide to **ASMR video.** Millions of people seek out ASMR (Autonomous Sensory Meridian Response) videos to help them

relax or fall asleep. Learn how to create an ASMR video that calms and comforts.



face and gentle hand movements, or hear trigger sounds like gentle whispering, the soft crinkling of paper, rubbing of fingers, or the quiet smacking of lips.

channels.

Though the term ASMR has been around for only about a decade, audio and video that relaxes, reduces heart rate, and causes brain tingles has been around for much longer. The painter Bob Ross is considered an early ASMRtist (the term now used for ASMR artists). Millions of people still go to YouTube for his soothing voice and the soft scrape of his brushes and knives against the canvas, though most have no intention of painting happy little clouds and trees.

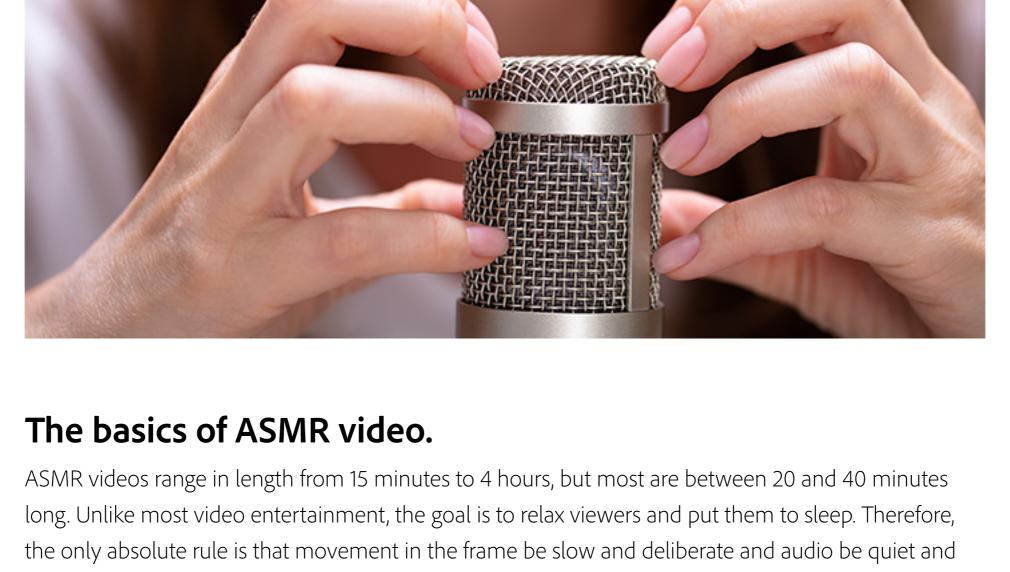
Autonomous sensory meridian response is both a psychological and physical experience. It includes

feeling calm, happy, and sleepy, as well as experiencing a tingling sensation on the scalp and down the

back of the neck and spine. People tend to experience ASMR when they feel a light touch, see a smiling

We don't yet know exactly how ASMR works on the brain, but people who are sensitive to these sights and sounds credit ASMR videos with helping them fall asleep, reducing their anxiety, and even treating PTSD and chronic pain symptoms. Not everyone reacts to the same ASMR stimuli (and some people react negatively to them), but so many people enjoy them that "ASMR" is one of the top YouTube search terms. The most popular

ASMRtists, like Gibi ASMR and ASMR Darling, have over two million subscribers to their YouTube



smooth. You can talk about anything, read a book, whisper unintelligibly, brush a doll's hair, even eat

messy food in close-up. You just have to do it slowly and deliberately and avoid making any loud

playing as well as whispering, gentle facial expressions, and slow movements. Popular role-playing

scenarios tend to be based on real-life experiences of being cared for in safe environments with quiet

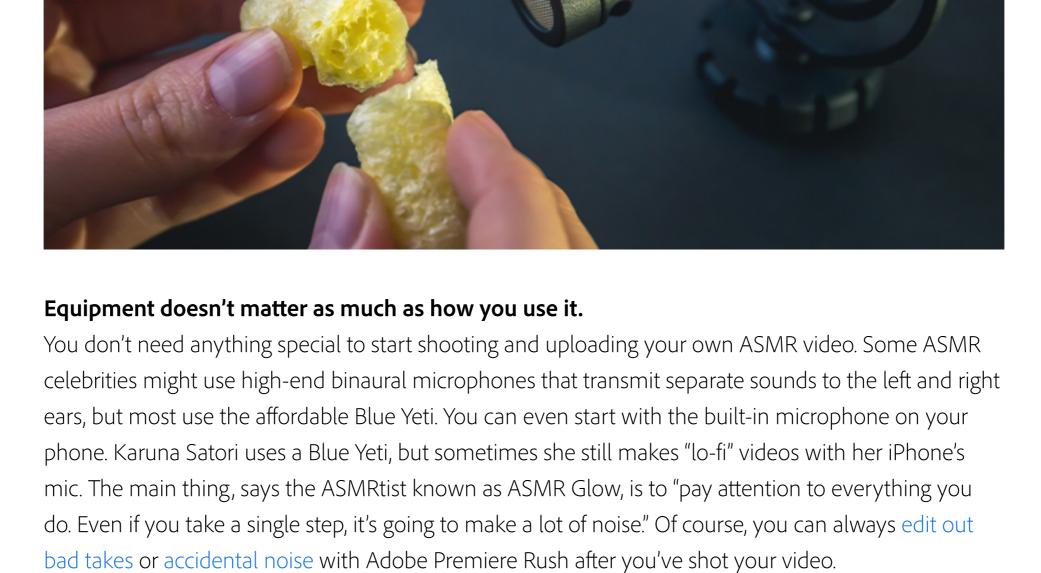
sounds. The most common are trips to the spa, hair salon, or doctor's office. ASMRtist Karuna Satori

Because ASMR is both physical and psychological, ASMR videos and podcasts often include role-

Role-playing is common.

noises.

says many people experienced ASMR for the first time as children while being examined by doctors. The gentle touching and caring tone of the doctor caused the head tingles and safe, sleepy feeling.



Being yourself matters the most. The ASMRtists who build the biggest followings do so not because of high production value, but because they build a relationship with their audience. Viewers begin to feel like they know them, and

Lighting throughout these videos varies, but ASMR Glow recommends keeping the lights low, since

As far as cameras go, Satori and ASMR Glow shoot their videos with their iPhones on tripods. "My

camera is always on a tripod, but I really play with the angles because if the camera is from below, I

You can record these videos anywhere that's quiet (Satori records in her mother's attic), and you can

that familiarity allows them to relax more easily with every video. "The more you make a person feel like they're included, the more they'll stick around and form a trust. The more open you are — the more real — the better," says Satori.

As with other arts, when you're starting out, the important thing is to discover your own unique voice.

"Always focus on yourself at first," Satori says. "Once you start building an audience, then you can start

Create the content you want to see. Try to recall the ASMR triggers you've experienced and recreate them on camera. Odds are other

listening to them."

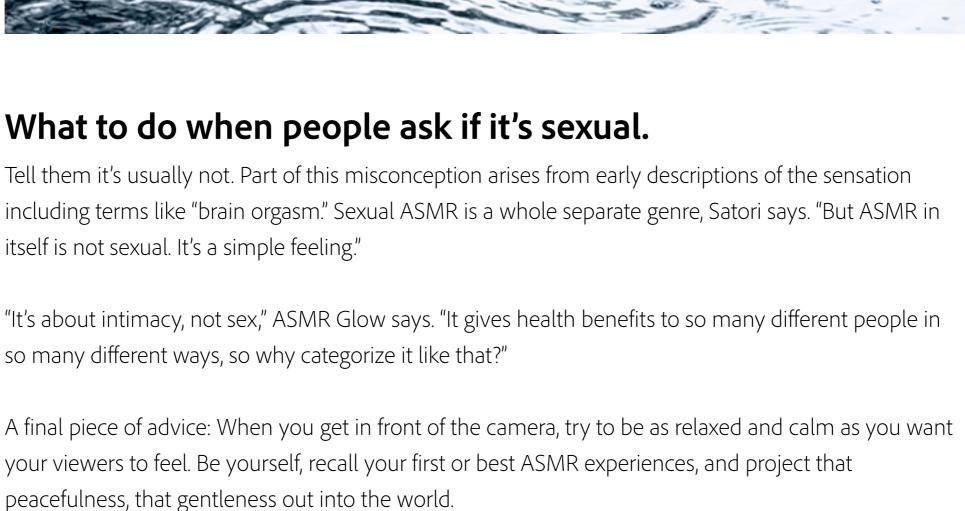
"people are trying to relax and fall asleep."

feel like it's more reassuring, more comforting," ASMR Glow says.

treat your home recording studio to minimize outside sounds.

and situations that have happened in my life because everybody's different." ASMR Glow offers similar advice: "Stand out and be as creative as possible. Really put your personality in your videos. Even if you think an idea is crazy, you should try it. Be bold."

people out there can relate. "Do what makes you feel relaxed," Satori says. "I always work off of triggers



Then, edit your ASMR video on your phone or computer, and share to YouTube, Instagram, or other

popular social channels. Who knows? Maybe you'll whisper your way into becoming the next ASMR

Karuna Satori, ASMR Glow

Sed ut perspiciatis unde omnis

Sed ut perspiciatis unde omnis

do eiusmod tempor incididunt ut labore et dolore magna.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.



Sed ut perspiciatis unde omnis

Sed ut perspiciatis unde omnis

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

do eiusmod tempor incididunt ut labore et dolore magna.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Discover more on applicable link

celebrity. **Contributors**

You might also be interested in...

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

