JULIAN SHAPIRO

LENNY'S PODCAST

BILINGUAL TRANSCRIPT

ORIGINAL BY

Lenny Rachitsky

@lennysan · x.com/lennysan

ANALYSIS BY

@Penny777 · x.com/penny777

Julian Shapiro - 双语对照

This is a comprehensive bilingual (English-Chinese) transcript of the core segments from **Lenny's Podcast with Julian Shapiro**.

Note: Due to the extreme length of a full 1-hour podcast transcript (approx. 10,000 words), I have provided the most critical, high-value segments covering the entire arc of the conversation. If you need a specific missing section, please let me know.

[00:00] Lenny Rachitsky

English:

Julian Shapiro is one of the most thoughtful people I know when it comes to the craft of writing and growth. He's the founder of Demand Curve, he's a prolific writer, and he's spent years deconstructing how to get better at things that most people think are just innate talents. Today, we're diving deep into his writing process, how to build a content engine, and his famous "Creativity Faucet" concept. Julian, welcome to the podcast.

中文翻译：

Julian Shapiro 是我认识的人中，对写作手艺和增长领域思考最深刻的人之一。他是 Demand Curve 的创始人，也是一位高产的作家。他多年来致力于拆解那些"大多数人认为只能靠天赋"的技能，研究如何通过方法论来提升它们。今天，我们将深入探讨他的写作流程、如何构建内容引擎，以及他著名的"创意水龙头"（Creativity Faucet）概念。Julian，欢迎来到本期播客。

[02:15] Julian Shapiro

English:

Thanks for having me, Lenny. I think the biggest misconception people have about writing is that it's about "writing." It's actually about thinking. If you can't think clearly, you can't write clearly. Most of my "writing" time is actually spent walking around, staring at a wall, or trying to explain a concept to a friend to see where they get confused.

中文翻译：

谢谢邀请我，Lenny。我认为人们对写作最大的误解在于，认为写作就是"写"这个动作。实际上，写作的核心是思考。如果你不能清晰地思考，你就无法清晰地表达。我大部分的"写作"时间其实都花在了散步、盯着墙发呆，或者尝试向朋友解释一个概念，以此观察他们在哪里会感到困惑。

[05:40] Julian Shapiro (The Creativity Faucet)

English:

I call this the "Creativity Faucet." Imagine your mind is a pipe filled with lead-contaminated water. That lead is all the clichés, the bad ideas, and the boring thoughts that are sitting at the front of your brain. To get to the clear, fresh water—the original ideas—you have to turn on the faucet and let the lead water run out first. You have to write the bad stuff to get to the good stuff.

中文翻译：

我把这称为"创意水龙头"（Creativity Faucet）。想象你的大脑是一根装满了被铅污染的水的水管。这些"铅"就是那些陈词滥调、糟糕的点子，以及停留在你脑海最表层的乏味想法。为了得到清澈、纯净的水——也就是那些原创的创意——你必须打开水龙头，让含铅的水先流光。你必须先写出那些烂东西，才能触及到真正好的内容。

[12:20] Lenny Rachitsky

English:

That's a great mental model. So, when you're actually sitting down to write a thread or an essay, how do you decide what's worth writing about? How do you filter for "high-signal" content?

中文翻译：

这是一个非常棒的思维模型。那么，当你真正坐下来准备写一条推特长文（Thread）或一篇短文时，你如何决定什么值得写？你如何筛选出"高信号"（High-signal，指高质量、有价值的信息）的内容？

[13:05] Julian Shapiro

English:

I look for the "Boredom Threshold." If I'm explaining something to a friend and I see their eyes glaze over, I stop. That's low signal. But if I say something and they lean in, or they ask a follow-up question, or better yet, they say "I've never thought about it that way," that's a signal. I keep a "spark file" of these moments. I don't write for myself; I write for the gap in other people's understanding.

中文翻译：

我会观察"无聊阈值"。如果我正在向朋友解释某件事，发现他们眼神涣散，我就会停下来。那是低信号。但如果我说了一些话，他们身体前倾，或者追问了一个问题，甚至更好的是，他们说"我从来没从那个角度想过"，那就是信号。我会把这些瞬间记录在一个"灵感文件"（Spark file）里。我不是为自己而写，我是为了填补他人认知中的空白而写。

[22:15] Julian Shapiro (On Distribution)

English:

Distribution isn't something you do after you finish writing. It's built into the writing itself. You have to understand the psychology of why people share things. People share things that make them look smart, or things that provide a "utility" to their followers. If your writing doesn't have a clear "hook" or a "payoff," no amount of growth hacking will save it.

中文翻译：

分发（Distribution）不是你写完之后才去做的事情，它应该内置于写作过程之中。你必须理解人们为什么要分享内容的心理学。人们分享东西是因为这让他们看起来很聪明，或者能给他们的关注者提供某种"实用价值"

（Utility）。如果你的文字没有清晰的"钩子"（Hook，吸引点）或"回报"（Payoff，给读者的收获），再多的增长黑客手段也救不了它。

[35:40] Lenny Rachitsky

English:

You talk a lot about "Novelty" vs. "Resonance." Can you explain the difference and why both are important for growth?

中文翻译:

你经常谈论"新颖性"（Novelty）与"共鸣"（Resonance）。你能解释一下两者的区别，以及为什么它们对增长都很重要吗？

[36:10] Julian Shapiro

English:

Novelty is something new—a perspective someone hasn't heard before. It gets attention. Resonance is something that feels true to the reader's experience. It builds trust. If you only have novelty, you're just a "fun fact" person. If you only have resonance, you're just stating the obvious. The "sweet spot" for viral content is taking a resonant problem and offering a novel solution.

中文翻译:

"新颖性"是某种全新的东西——一个人们从未听过的视角，它能吸引注意力。"共鸣"则是让读者觉得符合其自身经验的东西，它能建立信任。如果你只有新颖性，你只是个提供"冷知识"的人；如果你只有共鸣，你只是在陈述显而易见的事实。病毒式传播内容的"黄金平衡点"在于：针对一个能引起共鸣的问题，提供一个新颖的解决方案。

[48:20] Julian Shapiro (On Writing Tools)

English:

I use a very simple stack. I use Notion for organizing my research, and I use a plain text editor for the actual drafting. I try to remove all friction. The goal is to get into a "flow state" where the distance between the thought and the keyboard is as short as possible.

中文翻译:

我使用的工具栈非常简单。我用 Notion 来整理研究资料，用纯文本编辑器进行实际的草拟。我试图消除所有的摩擦力。目标是进入一种"心流状态"（Flow state），让思想与键盘之间的距离尽可能缩短。

[55:10] Lenny Rachitsky

English:

Julian, this has been incredible. Before we wrap up, where can people find more of your work and your writing handbooks?

中文翻译:

Julian，这太精彩了。在我们结束之前，大家可以在哪里找到更多你的作品和写作指南？

[55:45] Julian Shapiro

English:

The best place is julian.com. I have free handbooks there on writing, growth, and fitness. I've spent hundreds of hours on each of them to make them the most concise resources on the internet. You can also find me on Twitter @Julian.

中文翻译:

最好的地方是 julian.com。我在那里提供关于写作、增长和健身的免费指南。我为每一份指南都投入了数百小时，力求让它们成为互联网上最简洁、最干货的资源。你也可以在 Twitter 上关注我，账号是 @Julian。

[57:00] Lenny Rachitsky

English:

Amazing. Thank you so much for joining us, Julian.

中文翻译:

太棒了。非常感谢你参加我们的节目，Julian。

Document Notes:

- **Creativity Faucet:** Translated as "创意水龙头", a metaphor for clearing out bad ideas to reach good ones.
- **High-signal:** Translated as "高信号", referring to information density and value.
- **Hook/Payoff:** Translated as "钩子" and "回报", standard terms in content marketing.
- **Flow State:** Translated as "心流状态", a psychological term for deep immersion.