

# Ed Rosemond

**OWNER, LIQUID WEB DESIGNS**  
**Website Designer & Business Strategy Specialist**



## INTERVIEW TOPICS:

- Black Business and Technology: Better workflows and targeted marketing
- Purposeful Storytelling: The essence of all good marketing
- Social Media, Google and Your Business: The concept you may be getting wrong with your outreach and engagement
- Personal Development: The three critical questions every entrepreneur must answer
- YOU! How does your persona fit within the business brand?.
- The importance of Black-owned businesses as a tool of protest and empowerment

## INTERVIEW QUESTIONS:

- Why is digital marketing so difficult for Black businesses?
- How can a Black business serve its community?
- How do you counsel entrepreneurs?
- What do we need more of in within Black entrepreneurship?
- What's ONE thing an entrepreneur can do to improve his/her website?
- What are some key takeaway tips for the Black entrepreneur

Ed is a website designer and business strategy specialist spending the last 20+ years building his company Liquid Web Designs (LWD). Over that time, Liquid Web Designs has launched hundreds of websites and empowered countless entrepreneurs. He's also conducted seminars, designed retail products, crafted business strategies and even coached other entrepreneurs through their own difficult journeys.

As a technology strategy partner to Black-owned brands, Ed has grown Liquid Web Designs from a simple web design company to a full-service web design, hosting, domain name and Internet consulting agency.

To help businesses use technology better, LWD has created its own unique products called "Boosters!". Boosters! are essential digital marketing and business communications services packaged in affordable easy-to-understand offerings. Boosters! can help a business with everything from Google Workspace, to Search Engine Optimization, to social media branding, website security and more!

Unfortunately, Black entrepreneurs tend to lag behind in leveraging technology, implementing digital strategies and improving business processes. Ed is determined to change that.

A strong entrepreneurship base is necessary to build a healthy Black community and Ed dedicates his skills to helping build Black-owned brands as a vehicle for protest and empowerment. Ed's mission is to empower the Black community through its business success.

**There's more on the website!**



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