Supermassive black holes reside in the centres of every massive galaxy. In relatively brief spurts, black holes grow as luminous quasars through the infall of material through an accretion disk. Remarkably, the light from the accretion disk can outshine all of the stars in the host galaxy by a factor of a thousand. This radiation can also drive energetic mass outflows. From the X-ray through the infrared, these winds leave imprints on the observed spectra of quasars. The properties of the winds are in turn directly influenced by the continuum generated by the accretion disk. I will focus on the success of the wind model in explaining many observed properties of quasars, focussing on the interplay between the shape and power of the quasar light and the properties of the outflows.