This article applies to:

You can label your contacts as "Client", "Lead" or "Other" by using the contact label at the top of each contact. Then, easily see your customers vs leads with the Keap's default lists. You can also create your own lists.

Default lists

1. Click Contacts from the left navigation

![Default lists](image)

2. Click Contact lists

![Default lists](image)

3. Keap will create two lists for you automatically, "Clients" and "Leads", comprised of contacts who have the related label applied on their contact record
Change a contact's label

You have the option to label a contact when they are created, but may need to update that label as your relationship with the contact progresses. Changing a contact's label is a simple process and will also update your lists.

1. Navigate to the contact
2. Select the desired label