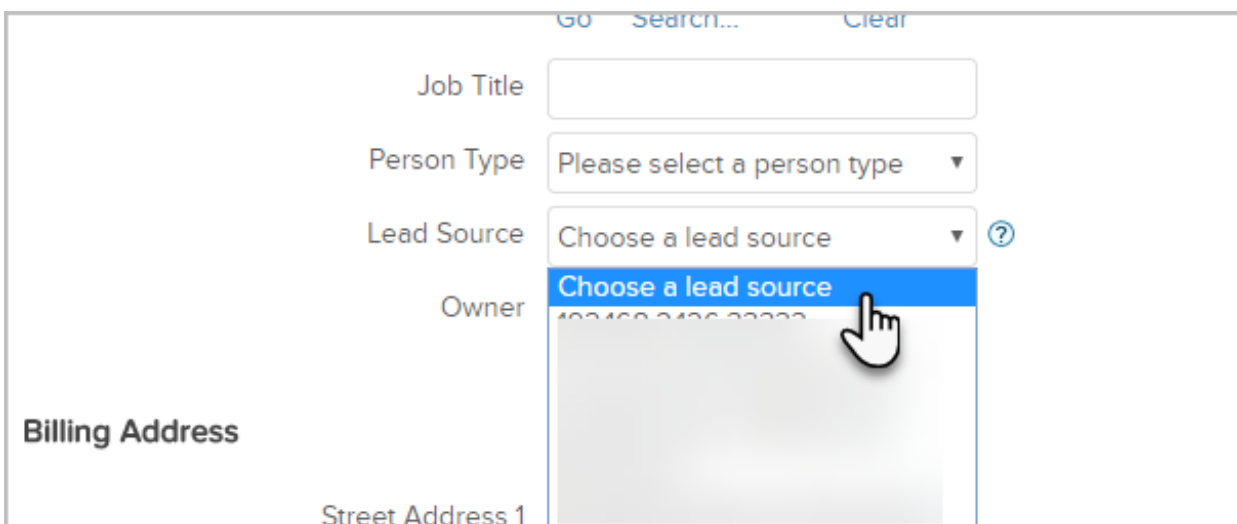


# Manually Assign A Lead Source To A Contact

Lead sources are automatically created and assigned when a contact fills out a form online or makes a purchase. However, you will need to manually assign a lead source to contacts you add to Infusionsoft manually. A lead source is defined as the first point of contact. This can be tracked when the first point of contact is online. If a contact's first point of contact is in person or by phone, you may need to ask the contact how they first learned about your business.

The ability to update a contact's lead source or mass update a list of people is controlled through user [permissions](#).

Open the contact record and on the left side the page, select a lead source from the drop-down and click on the **Save** button at the bottom of the page.



The screenshot shows a portion of a contact record form. At the top, there are search and navigation elements: "Go Search..." and "Clear". Below these are several form fields:

- Job Title**: An empty text input field.
- Person Type**: A dropdown menu with the text "Please select a person type" and a downward arrow.
- Lead Source**: A dropdown menu with the text "Choose a lead source" and a downward arrow. A blue highlight is visible over the "Choose a lead source" text, and a hand cursor is pointing at it.
- Owner**: A dropdown menu with the text "Choose a lead source" and a downward arrow. Below this, a blurred list of names is visible.

On the left side of the form, there is a section titled **Billing Address** with a sub-label **Street Address 1**.