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Get Your Copy of "Becoming a Veteran: A Guide to Embracing Your Veteran Identity" Today.

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WHY "BECOMING A VETERAN" IS THE ROADMAP EVERY VETERAN NEEDS

By Author Lisa Ducharme, Retired USAF, Executive Director, Massachusetts Veterans Chamber of Commerce

Let's be honest—transitioning out of the military is one thing. Becoming a Veteran? That's something entirely different.

For years, we have been taught how to take off the uniform and "return to civilian life." But what if we have been doing it backward? What if we have been encouraged to shed our identity, instead of using it as the launching pad for what comes next? The military never teaches us how to be a Veteran.



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That's the question that sparked my latest book, *Becoming A Veteran: A Guide to Embracing Your Veteran Identity*, a practical, empowering guide written not just for those leaving the military, but for those of us who already have, and are still figuring out how to carry forward our service into our lives, businesses, and communities.

For Veteran business owners, identity is strategy.

If you run a Veteran-owned business, you already know your military training is part of your DNA. Leadership, structure, grit, adaptability, these are not buzzwords for you. They are lived experiences. But too often, we are told to set those skills aside in favor of civilian "norms."

Becoming A Veteran states the opposite: Your Veteran identity is your competitive edge.

This book guides you through how to:

- **Leverage your service experience to build trust and credibility in business.**
- **Turn military lessons into operational advantages.**
- **Connect with the broader Veteran community to grow your network and amplify impact.**
- **Embrace your identity with pride, without apology or dilution.**

It is not a transition guide. It is a transformation manual.

Whether you are leading a startup, scaling a company, or mentoring the next generation of Veterans, *Becoming A Veteran* offers actionable tools, Veteran-focused insights, and powerful reflections that will change how you think about service and success. And if you are still figuring out what's next after the uniform? This book will help you name your strengths, connect your purpose, and map your own next chapter, on your terms.

Why now?

Because we are the 1% who raised our hand to serve. And now we have a new call to answer: to lead, build, and grow, not by leaving the military behind, but by bringing its best parts with us.

Veterans don't need to "fit in." We were built to stand out. Let *Becoming A Veteran* remind you just how powerful that can be.

Ready to go deeper?

Check out the *Becoming A Veteran* white paper, book summary, and listen to the original tribute song "Becoming A Veteran."

<https://bit.ly/m/veteranidentity>