



Q & A with Brian Reese, Author of *You Deserve It*

1. Your book *You Deserve It* is designed to help disabled veterans obtain benefits due them. What drove you to publish a book for this audience?

My own personal frustrations with trying to navigate the VA benefits process on my own. It took me 7 years of fighting the VA, and thousands of hours of time in the trenches to figure out exactly what I needed to do to obtain the benefits I deserved by law. And I consider myself lucky. Many millions of veterans have it far worse: 75% of veterans alive today do not have any VA benefits at all. In fact, according to the most recent Veteran Benefits Administration annual report to Congress, just 1 in 4 veterans alive today receive anything from the VA. This is shameful and must change now. In my experience, this is due primarily to the lack of basic education and training on the subject. It should not take an advanced degree and thousands of hours of effort to obtain VA benefits. That's why I wrote *You Deserve It*. It's a "how-to" action book with specific tips, strategies, and lessons learned for veterans to get the benefits they've earned for their honorable service.

2. Tell us about your background as a Veteran that qualifies you to give advice to other disabled veterans, please.

Time and Experience! I've devoted my life to helping fellow veterans get the benefits they deserve by law. Since 2013, I've personally helped thousands of veterans, spent over 10,000 hours researching and writing about veterans benefits to include training and coaching hundreds of others in my process. I'm also a former active-duty Air Force officer and deployed to Afghanistan in support of Operation Enduring Freedom where I was blessed to receive the Defense Meritorious Service Medal for exceptionally meritorious wartime service. I'm a Distinguished Graduate of Management from the United States Air Force Academy and earned an MBA as a National Honor Scholar from the Spears School of Business at Oklahoma State University. Oh, and Military.com says Brian Reese is "A leading expert on and advocate for U.S. veterans' benefits."

3. Who is your typical reader or someone who would need the services of your company,

- Transitioning active-duty military members.
- Veterans who deserve VA benefits but don't know how to get them.
- Disabled veterans who are stuck, frustrated, and underrated by the VA.

4. What are the most common disabilities you find in your veteran audience?

Veterans typically qualify for a ton of differing conditions and they might not even know it. There are more than 800 disability conditions that can be rated by law, which can make the process confusion for many veterans. Here are the 10 most common disabilities we see:

#1 Tinnitus (Ringing in the Ears)

#2 Hearing Loss

#3 Post Traumatic Stress Disorder (PTSD), Depression, Anxiety, and Adjustment Disorder

#4 Scars, General

#5 Limitation of Flexion, Knee

#6 Lumbosacral or Cervical Strain



#7 Paralysis of the Sciatic Nerve

#8 Limitation of Range of Motion of the Ankle

#9 Migraine (Headaches)

#10 Degenerative Arthritis of the Spine

5. What do you think sets your process of helping veterans apart from other services available to them?

First, we're "Veterans Helping Veterans Worldwide," so we get it. We've been there, done that. Our exceptional customer service is a clear differentiator. When a veteran signs-up with us, they'll hear from a Veteran Coach (VC) in minutes. We're also the only service that provides a comprehensive suite of resources built around our "SEM Method." Strategy + Education + Medical Evidence = VA Benefits You Deserve in Less Time.

6. What are the core themes you share in your book and with your readers and clients?

#1. Mindset shift: "You Served. You Deserve." There are enough benefits to go around. Your benefits do not affect any other veterans' benefits. But more important, if you have any kind of disability as a result of your service, then, guess what: you *deserve* benefits. Yes, you DESERVE benefits for your honorable service.

#2. Get your butt to the doctor! VA disability benefits depend upon medical evidence. Period. Pick-up the phone and call the closest VA facility nearest you. Medical evidence is key to getting the benefits you've earned. (1) Make sure you have a medical diagnosis of the disability condition in a medical record, **AND** (2) You must have a "Nexus" for service connection, meaning, your disability condition was caused or made worse by your active-duty military service *OR* it is "proximately due to or aggravated by" another service connected disability rated at 0% or higher, **AND** (3) Current symptoms of the disability condition that negatively impact your work, life, or social functioning documented in a medical record.

#3. You must care more about your Veteran Benefits than anybody else. Nobody is going to hand you your benefits. You must do the work to get the result. This book can serve as a catalyst, your "how-to" definitive guide to getting the Veteran Benefits you've earned, but you must will it into existence through your actions. Knowledge becomes power through action. And this is an action book!

7. What are your top five tips for veterans when trying to obtain their benefits?

- Tip #1: Get Your Butt to the Doctor!
- Tip #2: Obtain Copies of Your Service Treatment Records, VA Medical Records, and any Private Treatment Records (and read through them to see what you qualify for)
- Tip #3: Write Strong Personal Statements on the VA Form 21-4138 Using 38 CFR Part 4, the Schedule for Rating Disabilities as your "North Star"
- Tip #4: Get a Buddy Letter to Help Prove That Your Disability Originated in the Military, especially if your disability condition isn't well documented in your service treatment records.
- Tip #5: Ask Your Doctor to Write a Credible Medical Nexus Letter to Help Prove the "Nexus" for Service Connection



8. Can you talk about how the principles and advice in *You Deserve It* have affected the personal and financial lives of veterans?

It's been the highest honor of my life to see the LIFE CHANGE that occurs when a veteran gets the benefits they deserve. We've prevented numerous suicides by being there for our veterans and creating a safe space for them to be uncomfortably vulnerable. We've helped veterans keep their homes because the financial boost allowed them to make their mortgage payments. We've helped veterans get sober after years of alcohol and drug abuse by encouraging them to get help. Here's a few specific veteran's lives we've touched and the impact the principles and advice in this book have done for them:

After leaving the Navy I had ZERO help with my benefits and was stuck at 0% for 6 years. After connecting with Brian Reese, he taught me how to get the VA benefits I deserved by law. I went from 0% to 100% P&T and had over \$175,000 of student loan debt erased. This man saved my life. GET THIS BOOK!"

- Terrell M., USN.

"Using the knowledge I learned in this book, I got to 100% P&T in under 90 days. On top of that, I had over \$163,000 of federal student loan debt wiped clean in a month. Thank you, Brian! This book is a MUST READ!"

- Travis B., USAF.

"Brian Reese helped me increase my VA disability benefits 70% to 100% P&T. I also got relief for \$40,000 worth of student loan debt. I also secured FREE medical care for my entire family using CHAMPVA. On top of this, I got Chapter 35 VA Education Benefits for my two children. HIGHLY RECOMMEND THIS BOOK!!!"

- Michael W., USA.

"What Brian outlines in this book helped empower me to take charge of my life and benefits. The knowledge, empathy, and confidence from him and his team were felt from the very first strategy session. I went to 100% P&T in 2 months. The feeling of hope and vindication was indescribable. You Deserve It is a must read for all Veterans! THIS BOOK WILL CHANGE YOUR LIFE!!!"

- Jon Reid, USA Disabled Veteran

9. What other books exist that offer the kind of advice found in *You Deserve It*?

You Deserve It stands alone. There are no other books that are a detailed resource guide so veterans can get the federal benefits, state benefits, non-profit and for-profit discounts, and bonus resources available to them.

10. How does your book and process affect the families of veterans?

See answers to question 8. When a veteran gets the benefits they've earned, the families win, too.

11. What is the single most, important message you'd like to impart on your reader?

You were created for a purpose. You are here for a reason. You are not alone. You are enough. Your life matters. I lived to tell you that.