Limiting adverbials

mindmap by D.Potter

20190919

Although this is seldom perceived as an advantage, it is actually our unique selling point!

Seldom perceived as an advantage, this is actually our unique selling point!

= inversion for emphasis

- CONTEXT
  - use inversion when adverb MODIFIES THE VERB
    - *HARDLY perceived as an advantage, this is actually our unique selling point.*
  - don't use inversion when it modifies the noun
    - *VIRTUALLY no company was interested in the product*

- inversion in the RESTRICTIVE CLAUSE or ADVERBIAL PHRASE
  - emphasis on time relationship
    - *NO SOONER do customers understand the added value THAN they place orders*
    - *BARELY have they watched our trailer WHEN they give us a ring*
  - emphasis on frequency
    - *SELDOM / RARELY will you get such good results so quickly*
    - *NEVER again will you regret investing in a start-up*
  - negative adverbs
    - *LITTLE do they realise the added value of our product*
    - *NOWHERE will you find such features*
  - phrases with 'no'
    - *IN NO WAY should you attempt to copy our patent*
    - *UNDER NO CIRCUMSTANCES shall you contract out or use products by a competitor*
  - phrase beginning with 'not'
    - *NOT ONLY will you save costs, BUT (you will) also work faster*
    - *NOT FOR ONE MINUTE could we imagine this product would be such a success*
  - phrase begining with 'so'
    - *SO convenient will you find this solution THAT you will recommend it to your friends*
  - phrase beginning with 'only'
    - *ONLY AFTER several weeks will you appreciate your return on investment*
    - *ONLY LATER will you appreciate the efficiency of our product*
    - *ONLY IN THIS WAY can you achieve genuine cost savings*

- inversion in the MAIN CLAUSE
  - **phrase beginning with 'not' (exceptions)**
    - *NOT UNTIL our product was ready did we start its promotion*
    - *NOT SINCE our company was taken over has our share price been so high!*
  - phrase beginning with only (exceptions)
    - *ONLY WHEN we finished the prototype did we search for funding*
    - *ONLY AFTER completing the prototype did we raise funds*