The word of the week is

 Effort

Effort is a noun.

**Effort means: a serious attempt to do something**

**Even though they didn't win, the team made a good *effort*.**

**He put a lot of *effort* into finishing the project on time.**

**There is no reward without *effort.***

**The job will require a great deal of time and *effort*, but we will make a lot of money if we do it right.**

**Paying attention in math class isn’t always easy, but it is worth the *effort* because it always helps me to understand it better.**