

$$\begin{aligned}
 \mathcal{L}_V (V_j dx^j) \left(\frac{d}{dx^k} \right) &= V \left(V_j \delta^j_k \right) + V_j dx^j \left(\left[\frac{d}{dx^k}, V^i \frac{d}{dx^i} \right] \right) \\
 &= V V_k + V_j dx^j \left(\frac{dV^i}{dx^k} \frac{d}{dx^i} \right) \\
 &= V^i \frac{dV_k}{dx^i} + V_j \frac{dV^i}{dx^k} \delta^j_i \\
 &= V^i \frac{dV_k}{dx^i} + V_i \frac{dV^i}{dx^k} \\
 &= V^i \frac{dV_k}{dx^i} + \frac{1}{2} \frac{d}{dx^k} (|V|^2) \quad (\text{Cartesian})
 \end{aligned}$$

Thus
$$\mathcal{L}_V (V_j dx^j) = \underbrace{V^i \frac{dV_k}{dx^i}}_{\substack{\text{Note this combination occurs in} \\ \text{the convective derivative}}} dx^k + d \left(\frac{1}{2} |V|^2 \right)$$

Note this combination occurs in
the convective derivative